



CEATEC 2026

Participation Guide

CEATEC Management Office

<Contact Us>

contact2026@ceatec.com

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■ Inquiries

CEATEC Management Office
(Japan Electronics Show Association)

Zip code 100-0004
Address 4th floor, Ote-Center Building, Ote-machi, Chiyoda-ward,
Tokyo, Japan

E-mail : contact2026@ceatec.com

Dates&Times:	10:00 AM - 5:00 PM, October 13 - 16, 2026
Venue:	Makuhari Messe (Chiba City, Chiba Prefecture) *Next to Tokyo
Official Name:	CEATEC 2026
Purpose:	To realize "Society 5.0," which balances economic development with solving social challenges by bringing together people, technology, and information from all industries and sectors to and to envision the future through "co-creation."
2026 Theme:	Transformation - Where Companies, Industries, and Society Evolve -
Admission:	Free (All attendees require registration)
Organizer:	Japan Electronics and Information Technology Industries Association (JEITA)
Co-sponsors:	Communications and Information network Association of Japan (CIAJ), Software Association of Japan (SAJ)
Supporters:	Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Digital Agency (in order of establishment; subject to change) 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 Chiba Prefecture/Chiba City/Japan Broadcasting Corporation (NHK)/Japan Commercial Broadcasters Association Japan Business Federation (Keidanren)/Japan Chamber of Commerce and Industry/Tokyo Chamber of Commerce and Industry/ Chiba Chamber of Commerce and Industry

01

How to participate in CEATEC 2026

Exhibits and Conference

01 General Exhibits



Exhibiting technology, solutions, and services

02 Special Exhibits



X (Transformation) Park
Next Generation Park
Global Park

03 Conference



Discussions on future visions and related policies will be held on the stage in the exhibition hall and in the adjacent International Conference Hall.

Special Exhibits

Special exhibitions focusing on unique themes and trends. This year's program features three distinct parks, offering fresh insights.

Transformation Park

Challenging social issues and transforming industrial structures to show the way to the future

Next Generation Park

Startups, universities, and other next-generation innovation ecosystems

Global Park

Exhibition pavilions from countries and regions around the world. Promoting international collaboration.

Application will open at 10AM on Feb 12th (Thursday)



Check the detailed information

Participation Menu

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Category	General Exhibits		Special Exhibits X (Transformation) Park				Special Exhibits Next Generation Park
Area Characteristics	With flexible booth design, companies can to showcase your company's technologies, products, and services.		An exhibition area organized by specific fields and themes to showcase Transformation through cutting-edge technology				An exhibition area where next-generation technologies, ideas, and talent gather, primarily featuring startups, universities, and research institutions
Participation Specifications	Standard Booth	Small Package Booth	Platinum Partner	Gold Partner	Bronze Partner	1-3 booths	-
Eligible Exhibitors	Companies/Organizations (Legal entities, etc., conforming to the "Eligible Exhibitors" specified in the Exhibition Regulations)		<input type="checkbox"/> AI (Generative AI / Physical AI / Quantum / Next-Generation Communications / Robotics) <input type="checkbox"/> Partners (Co-creation) (Cross-industry cases / Co-creation / Public-private partnerships / Startups × Large corporations) <input type="checkbox"/> Well-being (Healthcare / Education / Smart Life / Consumption / Services / Regional Revitalization) <input type="checkbox"/> Social Infrastructure (Energy/Communications/Disaster Prevention/Public Services/Local Governments/Urban Infrastructure/Security) <input type="checkbox"/> R&D/Strategy (National Research Institutes/Independent Administrative Agencies/National Research Laboratories/National Strategy) <input type="checkbox"/> Industrial Transformation (Manufacturing / Mobility / Logistics / Construction / Agriculture / Supply Chain) <input type="checkbox"/> Entertainment (Content / XR (AR/VR/MR)) <input type="checkbox"/> Sustainability (GX/Decarbonization (Renewables, Energy Storage, Carbon Management, Resource Circulation/Circular Economy))				• Companies established within the last 9 years (Established October 2017 or later) • Universities and educational institutions • Corporate new business development divisions (Including internal ventures/accelerator programs)
Booth Location Selection	Yes (First-come, first-served selection based on application order)		Not Selectable (Determined by organizer)				Not Selectable (Determined by the organizer)
Booth Specifications	Per booth Width 3m × Depth 3m	Per booth Width 2m × Depth 2m	144m ² (equivalent to 16 booths) of exclusive space	81m ² (equivalent to 9 booths) of exclusive space	36m ² (equivalent to 4 booths) of exclusive space	Per booth 3m width × 3m depth	Per booth Width 2m × Depth 2m
Booth height restriction	Depends on booth size 3. Please refer to the number of booths applied for and height restrictions.	2.7m	2.7m The area set back 1m from the aisle and base panels may be used up to a height of 6m.		2.7m The area set back 1m from the passageway and foundation panels can be used up to a height of 3.6m.		2.7m
Package booths available	N/A	Yes (Optional)	-	-	-	Yes (Optional)	Yes
Available Units	1-100 booths	1-2 booths	144m ² (16 booths) Each additional 1m ² costs +JPY44,000.	81m ² (9 booths) Each additional 1m ² costs +JPY44,000.	36m ² (4 booths) Each additional 1m ² costs +JPY44,000.	1-3 booths	1-3 booths For group exhibits with 4 or more booths, please consult with the CEATEC Operations Office in advance.
Exhibition Participation Fee (Tax included)	Organizing/Co-organizing Organization Members JPY396,000 per booth Other JPY440,000/booth	JPY220,000/booth	JPY 5,500,000	JPY 3,300,000	JPY 1,650,000	JPY 484,000/booth	JPY 143,000/booth

1

General Exhibits

To exhibit technologies/concepts/total solutions/products, components, services, and other offerings aimed at solving challenges.

General Exhibits Area

To exhibit technologies/concepts/total solutions/products, components, services, and other offerings aimed at solving challenges.

Eligible Exhibitors

Companies/Organizations (Legal entities, etc., that meet the "Exhibitor Eligibility" criteria specified in the Exhibition Regulations)

Purpose of Participation

- We want to communicate our company-wide vision, new business models, and concepts.
- We have multiple business divisions and want to develop a comprehensive exhibition that spans across departments.
- We want to display electronic components by application or use.
- We want to exhibit devices and technologies in general where the target application is not yet determined.

Standard Booth

Exhibition Fees

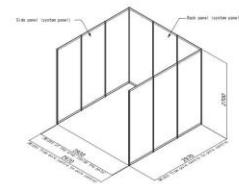
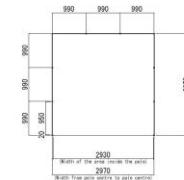
Organizing/Co-Sponsors Members price JPY 396,000 (tax included) / per booth

Members of Japan Electronics and Information Technology Industries Association (JEITA)

Members of Communications and Information network Association of Japan (CIAJ)

Members of the Software Association of Japan (SAJ)

General Companies/Organizations JPY 440,000 (tax included) / per booth



Booth Specifications

1 to 18 booths (Single-row to four-rows booth specifications)

Each booth is 3m wide x 3m deep. For exhibitors in row booths, the back panel on the rear side and side panels on the sides adjacent to other companies.

Please note that system panels will not be installed on the aisle-side of corner booths or on booths that are standalone booths.

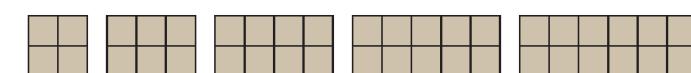
20+ Booths (Block Booth)

One booth size is 9m². The total area is calculated as 9m² x the number of booths. The frontage width will be determined within a range of 2:1 to 1:1 relative to the depth.

Single-Row



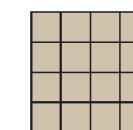
Double-Rows



Triple-Rows



Four-Rows



Small Package Booth

<Exhibition Fee>

1 Booth: JPY 220,000 (tax included)

2 booths: JPY 440,000 (tax included)

Fees are uniform regardless of membership status.

As applications are limited to a maximum of 2 booths, if you require a larger space, please select a Standard Booth (please note that basic decorations are not included).

<Booth Specifications>

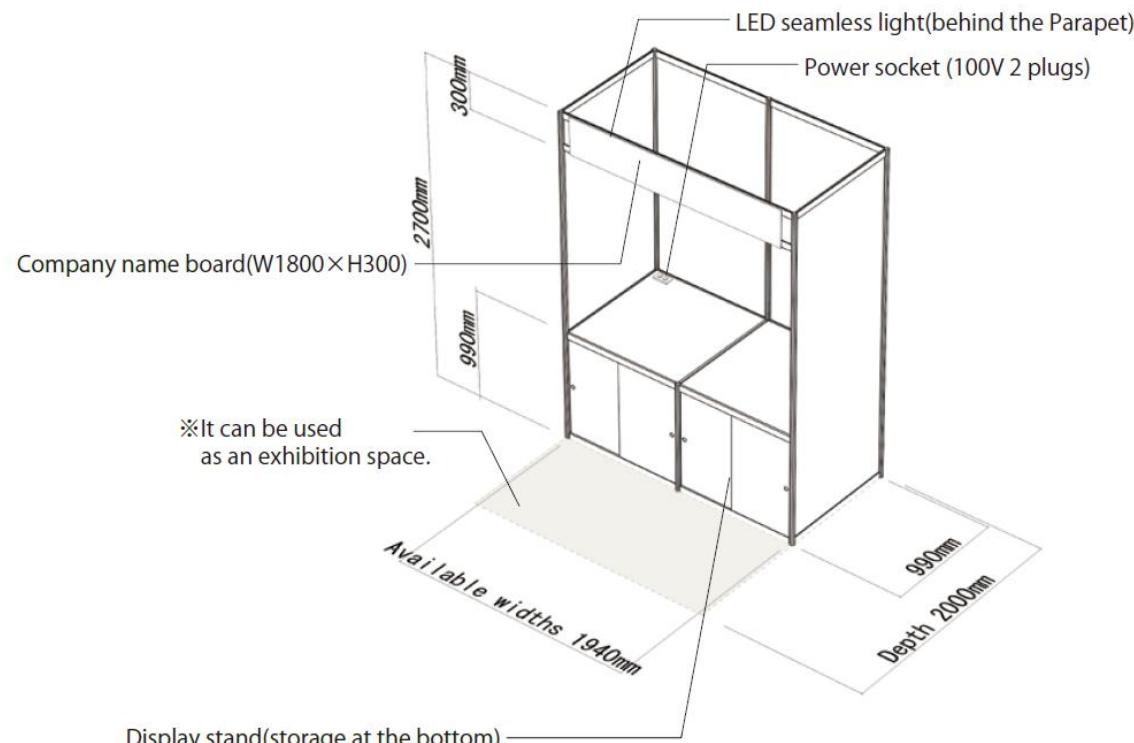
Width 2m × Depth 2m × Height 2.7m / 1 booth

The following basic decorations are included:

- Basic wall panels
- Display stand (Height 975mm with lower storage)
- Company name display parapet (width 300mm)
- Company name cutting sheet
- LED Seamless Light
- Power Outlet (Single-phase 100V power supply, up to 1kW capacity)
- Electricity usage fee (Free up to 1kW)



Modifications to package booths (including panel size changes or removal) and booth construction that affects surrounding areas are not permitted.



2

Special Exhibits

X (Transformation) Park

A curated exhibition area designed to clearly communicate the cutting-edge technologies and societal challenges tackled by exhibitors, as well as the transformation of industrial and social structures, organized by theme.

Next Generation Park (Startups & Universities)

An area where domestic and international large corporations/ startups, and supporters create value.

Global Park (ONLY for embassies and international organizations)

X (Transformation) Park

A curated exhibition area designed to clearly communicate exhibitors' cutting-edge technologies, challenges to social issues, and transformations of industrial and social structures (Transformation) by theme.

Exhibition Scope

- AI (Generative AI / Physical AI / Quantum / Next-Generation Communications / Robotics)**
- Partners (Co-creation) (Cross-Industry Cases / Co-creation / Public-Private Partnerships / Startups × Large Corporations)**
- Well-being (Healthcare / Education / Smart Life / Consumption / Services / Regional Revitalization)**
- Social Infrastructure (Energy / Communications / Disaster Prevention / Public Services / Local Governments / Urban Infrastructure / Security)**
- R&D/Strategy (National Research Institutes/Independent Administrative Agencies/National Laboratories/National Strategy)**
- Industrial Transformation (Manufacturing / Mobility / Logistics / Construction / Agriculture / Supply Chain)**
- Entertainment (Content / XR (AR/VR/MR)**
- Sustainability (Green Transformation/Decarbonization (Renewables, Energy Storage, Carbon Management, Resource Circulation/Circular Economy)**

Purpose of Participation

- Want to highlight how your company's initiatives contribute to solving social issues and driving industrial transformation.
- Seek to identify potential for co-creation with other fields and industries.
- Want to present your vision for future transformation.

X (Transformation) Park

Exhibition Fees & Booth Specifications

(Tax Included)

(1) Platinum Partner

Fee: JPY 5,500,000

Specifications: 144m² (equivalent to 16 booths) of exclusive space

*Additional exclusive space over 144m² costs ¥44,000 per additional square meter.

(2) Gold Partner

Fee: JPY 3,300,000

Specifications: 81m² (equivalent to 9 booths) of exclusive space

*Additional exclusive space beyond 81m² will incur an additional JPY 44,000 per 1m².

(3) Bronze Partner

Fee: JPY1,650,000

Specifications: 36m² (equivalent to 4 booths) of exclusive space

*Additional exclusive space beyond 36m² will incur an additional JPY 44,000 per 1m².

(4) 1-3 Booths

Fee: JPY 484,000 per booth

Specifications: 3m frontage × 3m depth per booth

Application Process

**February 12
~May 29**



June



July 1

Late July

Access the application form via the official website

- ① Select "X (Transformation) Park"
- ② Select the applicable exhibition category / plan
- ③ Enter other required information and submit your application

Exhibition
Confirmation

Exhibitor Briefing

Booth Location Determination
(To be arranged by the organizer)

*All fees listed above do not include exhibition expenses for the exclusive space within the individual company zone.

*Additional costs such as booth decoration fees, exhibit transportation fees, operational staff labor costs, and electricity charges will apply.

X (Transformation) Park

Partner Benefits Included in Exhibition Fees

Participation Specifications	Platinum Partner	Gold Partner	Bronze Partner	Space Only
Exhibitor Badge	Yes 240	Yes 135	Yes 60 sheets	Yes 15-45 sheets
Worker Ribbon	Yes 80 sheets	Yes 45 sheets	Yes 20 sheets	Yes 5-15 sheets
Invitation (by application) ※Free portion	Yes 6,000 sheets	Yes 4,000 sheets	Yes 2,500 sheets	Yes 1,000 pieces
Opening Reception Invitation Slots	Yes 15 people	Yes 10 people	Yes 5	Yes 3
Logo placement on venue map	Only for exhibitors with a booth size of 180m ² or larger	-	-	-
Conference (500 attendees) Presentation Slot	Yes	×	×	×
Park Stage (100 people) Presentation Slot	Yes (2 slots)	Yes (1 slot)	×	×
Pre-event interviews by media partners	Yes	-	-	-
Visitor Data Reading System	Yes PWA Type: Initial Fee + 2 Licenses	×	×	×
Email Newsletter Advertising	Yes	×	×	×
WEB Banner Ad (Standard Banner)	Yes	×	×	×

※For items marked with “×”, you can use the corresponding service by applying separately for a fee.

Next Generation Park (Startups & Universities)

An area where domestic and international corporations, startups, and supporters create value together to realize the "Next-Generation Innovation Ecosystem"

Exhibition Eligibility

- Companies established within the last 9 years (founded after October 2017)
- Universities and educational institutions
- Corporate new business development departments (including internal ventures/accelerator programs)

*Sponsorship slots for startup supporters are listed in a separate document

Purpose of Participation

- Want to secure touchpoints with potential customers
- Want to showcase research results from companies and educational institutions
- Seeking partner companies for co-creation to materialize business ideas
- Display product/service prototypes to gather external feedback and reactions

Exhibition Fees

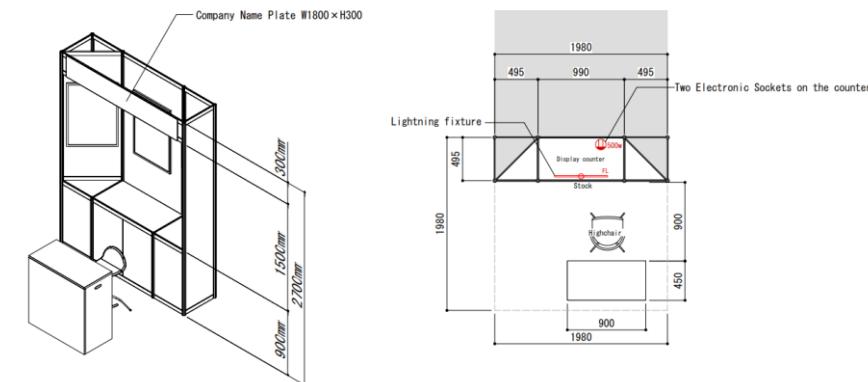
1-3 booths: JPY 143,000 (tax included) per booth

*For group exhibits of 4 booths or more, please consult the CEATEC Management Office in advance.

*For significant decoration changes, please consider exhibiting in another area.

Specifications & Decorative Equipment

- **Specifications per booth**
Width 2m × Depth 2m × Height 2.7m
- **Decorative fixtures per booth**
Company nameplate (300mm × 1800mm), base wall, Display stand (height 900mm, lower storage), 1 high chair Independent counter (with middle shelf under counter) 2 power outlets (up to 500W free) Lighting (behind company name plate, 1 LED seamless light) Velcro strips: 3 sets (4 pieces per set / 30mm square)



3

Conference

Conference

On-site session or Online sessions can be selected.
And provide session slots where you can freely showcase your initiatives.

1

As part of CEATEC's conference program and will lead to an advantage in attracting visitors.

2

Combined with your exhibition, it enhances understanding of your company's initiatives and products and products.

*Non-exhibitors at CEATEC can apply to attend sessions only.

3

We will provide basic attendee data.

This will be provided in a CSV file approximately 10 days after the event.

4

We will provide information on attendees who pre-registered.

To help make your presentation more effective, we will provide information on pre-registered attendees (paid option).

Total Sessions

226 sessions



Total number of speakers

655 speakers



Total registered attendees

27,621

2025 Event



Benefits and Features of Participation

Through the presentation itself and interactions with attendees, we expect to enhance engagement and increase awareness.

Conference Venue Usage Fee

※All fees listed below include consumption tax.

		CEATEC 2026 Exhibitors	Companies/Organizations Other than CEATEC 2026 Exhibitors
Venue: Makuhari Messe International Conference Center / International Exhibition Hall	Seating Capacity	1 Session (60 minutes as a rule)	1 session (60 minutes as a rule)
Convention Halls A/B	500 seats	JPY 1,100,000	JPY 2,200,000
Meeting Rooms 201 / 301	200 seats	JPY 550,000	JPY 1,100,000
Special Stage in Exhibition Hall	100 seats	JPY 330,000 ▼1-Day Use Discount: JPY 1,430,000	JPY 660,000 ▼1-Day Discount: JPY 2,860,000

<Additional Services>

- ① Session introduction on the official CEATEC website and linked audience reservation function integrated with the pre-registration system
- ② Loan of attendee information scanning terminals (QR/barcode readers) for session venue reception, and reception scanning staff
- ③ Furniture and Equipment (lectern, microphone, speakers, projector, screen, audience seating), Equipment Operator

※When using the Convention Hall, shadow announcements and stage director assistance are included.

※Arrangements for stage decorations, fixtures, or equipment beyond the basic specifications will be provided at an additional charge.

※Presenters are generally responsible for bringing their own laptops for presentations and projections. Audience seating is typically arranged in theater style.

<Application Conditions>

- ① For non-exhibitor applicants, the usage fee for any plan is twice the exhibitor usage fee.
- ② Session start times are either morning (10:00 AM - 11:59 AM) or afternoon (12:00 PM - 5:00 PM, scheduled). Full-day sessions are also available.
- ③ Session dates and times will be determined based on your preferences at the time of application and availability.
- ④ Please note that applications will close once all available session slots are filled.

*Use for consecutive sessions is also possible.

Conference Online Streaming Plan

1 session	CEATEC 2026 Exhibitor	JPY 550,000
	Participating companies/organizations applying only for the online streaming plan without exhibiting at CEATEC	JPY 1,100,000

*All fees listed above include consumption tax

<Online Streaming Plan Features>

- ① Starting October 1st, prior to the CEATEC event period
Presentation videos will be made available starting October 1st, prior to the event period, to attract visitors to the exhibition.
- ② From the start of the event until the end of the archive streaming period (one month),
- ② From the pre-event period through the one-month archive streaming period (October 1 to October 30), enabling broad information dissemination
- ③ After all broadcasts conclude on October 30, we will provide attendee data in a CSV file.

Conference Application Method

Eligible Participants

CEATEC 2026 exhibitors, or corporations, etc., meeting the "exhibitor qualifications" for CEATEC 2026

※Please refer to the Exhibition Regulations.

Application Period

<On-site Venue Usage Plan>

Thursday, February 12, 10:00 AM - Friday, May 29

Session slots will be allocated in order of application receipt. Applications will close once all available slots are filled.

※If overlapping applications are received for the same date, priority will be given to applicants requesting multiple slots or full-day usage.

<Online Streaming Plan> :

February 12 (Thu) 10:00 AM - May 29 (Fri)

Application Method

Please apply via the form below, clearly stating all required information.

Application Form: https://www.ceatec.com/redirect/?callback_id=application_conference&lang=en

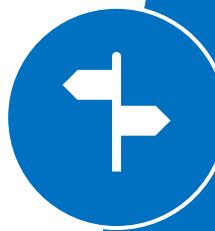
Contact: contact2026@ceatec.com

02

Promotional Menu / Options

Promotional Menu

CEATEC offers advertising options and operational support services designed to enhance your branding and boost booth traffic. We also provide various tools to help you disseminate pre-event information and acquire new leads.



Advertising Menu

Outdoor/Indoor Advertising
Official Website Banner Ads
Email Newsletter Advertisements
Invitation Card Advertisements



New Lead Acquisition Customer Relations

Opening Reception
Special Invitation
Visitor Information Acquisition System



Information Dissemination Support

CEATEC AWARD
Information Publication on Official Website
Invitation Letters, News Center
CEATEC AWARD 2026
Select Collections



*Photo is for illustrative purposes only.

Exhibition Preparation & Attendance
Promotion
(Before CEATEC 2026 Event period)

CEATEC 2026 Event Period
(October 13–16)

01  **Outdoor/Indoor Ad**

02  **Official Website Banner Ad**

03  **Email Newsletter Ad**

04  **Opening Reception**

05  **Special Invitation**

06  **Visitor Information Acquisition System**

07  **CEATEC AWARD**

08  **Information Publication on Official Website**

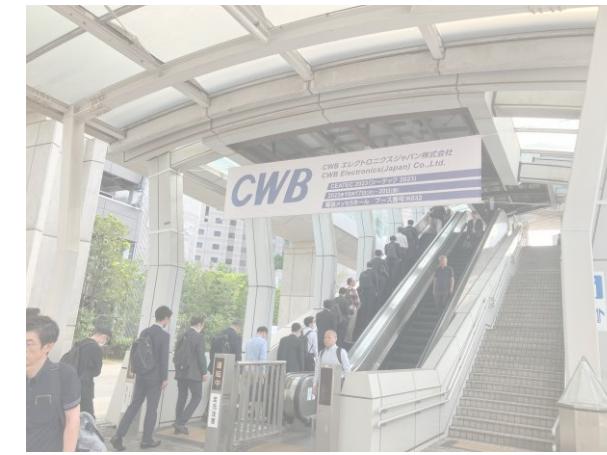
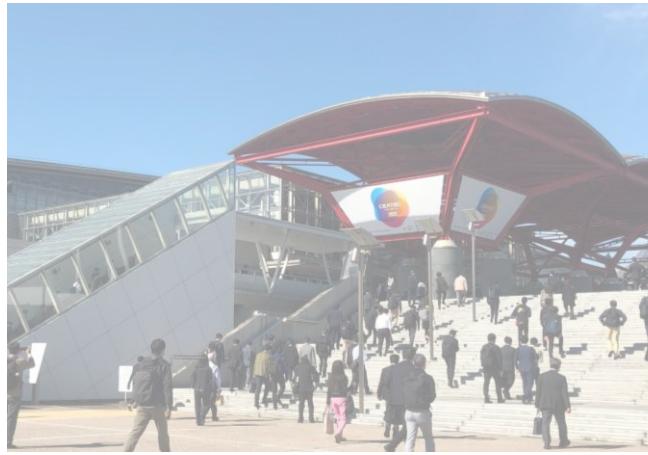
09  **News Center**

10  **Invitation**

11  **CEATEC AWARD 2026 Select Collections**

12  **Overseas Media Program**

Eligibility	CEATEC 2026 Exhibitors
Display Period	October 13 (Tue) - October 16 (Fri), 2026
Application Method	Please apply via the application form at the link below. https://www.ceatec.com/redirect/callback_id=application_ad&lang=en
Application Period	Application Period: Thursday, February 12, 2026 – Friday, July 31, 2026 Applications will be accepted in the order received. Sales will STOP when the maximum number of applications is reached.
Early Bird Discount	Special pricing available only for <u>applications submitted by Friday, May 29</u> .



※Venue photos are for illustrative purposes only.

Outdoor Advertising Menu ①

Venue Promotion

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Outdoor Advertising Menu	① Station Front Arch Sign Banner Set (4 pieces)	② Station Front Pole Wrap Sign (Set of 6)	③ L-Shaped Deck 1st Floor (Station Side) Banner	④ L-shaped Deck 1st Floor (Messe Side) Banner
Advertising Locations				
Fees				
Early Bird Special Price (Tax Included)	JPY 660,000	JPY 1,100,000	JPY 242,000	JPY 308,000
Selling Price (Tax Included)	JPY 847,000	JPY 1,320,000	JPY 297,000	JPY 396,000
Listed Size	W3500×H900	W450×H2700	W4000×H900	W5400 × H900
Outdoor Advertising Menu	⑤ Outdoor Arch Sign (1 unit)	⑥ Event Promotion Sign (1 panel)	⑦ Central Plaza Elevator Advertising	⑧ Central Entrance Sheet Sign (3-panel set)
Advertising Location				
Fee				
Early Bird Special Price (Tax Included)	JPY 71,500	JPY 1,100,000	JPY 2,750,000	JPY 2,420,000
Selling Price (Tax Included)	JPY 88,000	JPY 1,298,000	JPY 3,300,000	JPY 3,025,000
Listed Size	W600×H1800	W7500 × H3300	W16000×H3000	ASK

Indoor Advertising Menu 1

Venue Promotion

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Outdoor Advertising Menu	⑨Central Entrance Advertising	⑩Central Mall Hanging Sign (Set of 2, Both Sides)	⑪Central Mall Column Wrap Sign (Set of 2)	⑫Central Mall Hall Entrance Glass Surface Advertising
Advertising Location				
Fee				
Early Bird Special Price (Tax Included)	JPY 2,750,000	JPY 330,000	JPY 330,000	JPY 77,000
Selling Price (Tax Included)	JPY 3,300,000	JPY 385,000	JPY 385,000	JPY 93,500
Listed Size	W3755×H4400	W1500×H300	W1000×H2700	W2200 × H1200

Outdoor Advertising Menu	⑬Central Mall Lounge Glass Surface Advertising	⑭Central Mall Hall Entrance Advertising	⑮Hall Floor Signage Under Escalator
Advertising Location			
Fee			
Early Bird Special Price (Tax Included)	JPY 550,000	JPY 330,000	JPY 1,100,000
Selling Price (Tax Included)	JPY 682,000	JPY 385,000	JPY 1,342,000
Listed Size	W8000×H1800	W2170×H880	W9000×H4000

Indoor Advertising Menu 2

Venue Promotion

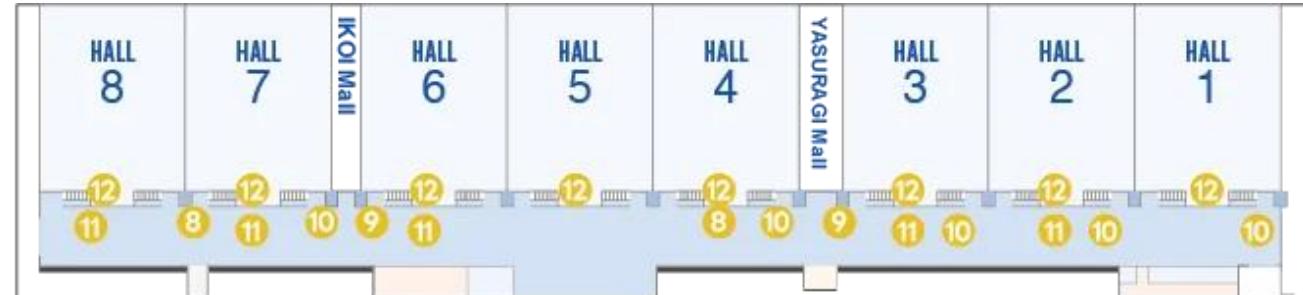
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Outdoor Advertising Menu	⑯ Ceiling-mounted inside the hall Banner 1 panel	⑰ Ceiling-mounted inside the hall Banner 2 panels (double-sided)	⑱ Hall Ceiling Hanging Banner 3 panels	⑲ Ceiling-mounted inside the hall Banner 4 panels
Advertising Location				
Fee				
Early Bird Special Price (Tax Included)	JPY 935,000	JPY 1,320,000	JPY 2,200,000	JPY 2,970,000
Selling Price (Tax Included)	JPY 1,155,000	JPY 1,595,000	JPY 2,640,000	JPY 3,300,000
Listed Size	W5400×H4000	W5400×H4000	W5400×H4000	W5400×H4000

Outdoor Advertising Menu	⑳ Working Lounge Table Advertising	㉑ Working Booth Advertising
Advertising Location		
Fee		
Early Bird Special Price (Tax Included)	JPY 385,000	JPY 385,000
Selling Price (Tax Included)	JPY 550,000	JPY 550,000
Listing Size	W300×H300	W900 × H300

Ad Posting

►Zoomed view of the 2nd floor Central Mall



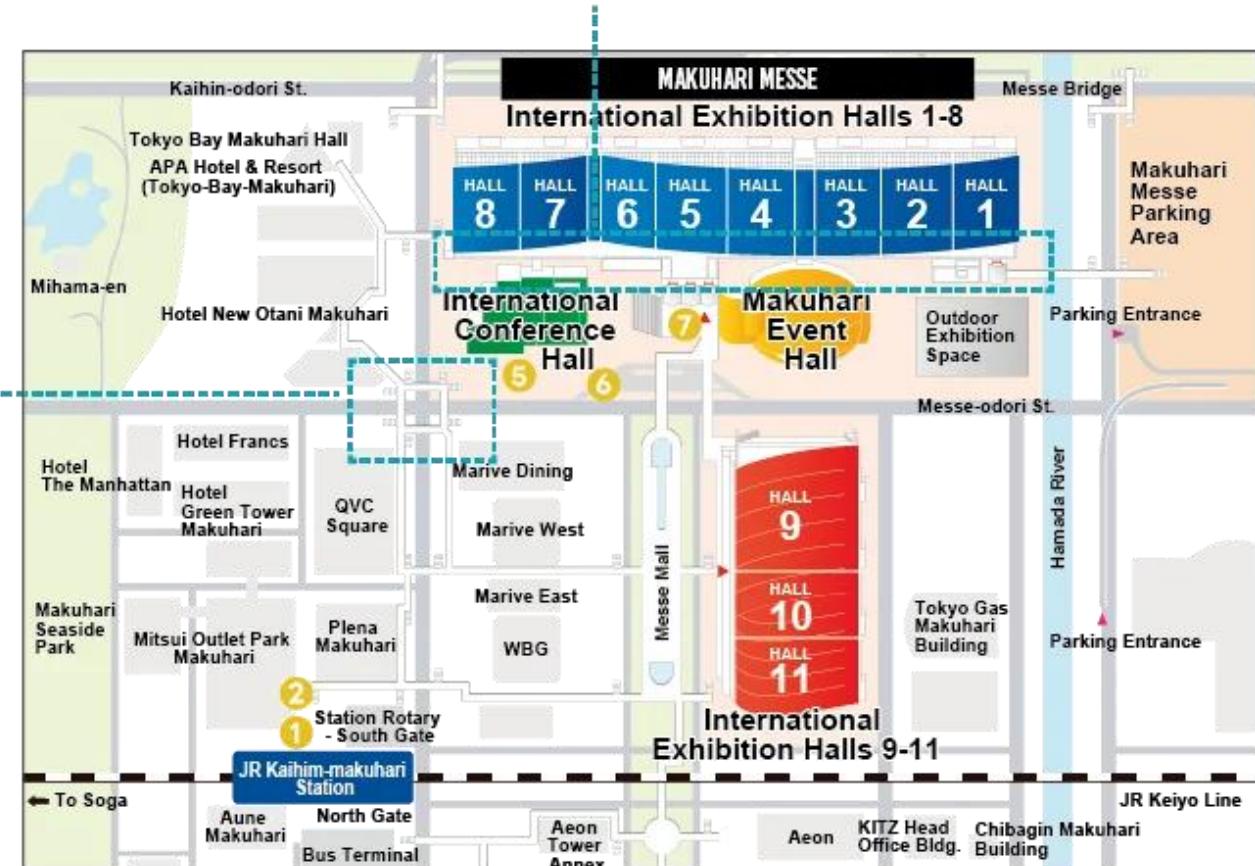
Outdoor advertising is the overall visitor

Contact with **95%** is expected.

Visitor flow ratio (station: 95% / parking lot: 5%)

*Surveyed by CEATEC

▼Zoomed view of the Rectangular Deck



Eligibility	CEATEC 2026 Exhibitors		
Duration	Early September 2026 to Friday, October 30		
Display Method	We will display your banner on our official website. *Normal banner ads will be displayed randomly via rotation.		
Application	Please apply via the application form at the link below. https://www.ceatec.com/redirect/?callback_id=application_ad&lang=en		
Application Period	February 12, 2026 (Thursday) to September 30, 2026 (Wednesday) ※Applications are accepted in the order received. Please check with the secretariat for the latest sales status.		
Early Bird Discount	Special pricing available only for applications submitted by Friday, May 29.		
Advertisement Name	Banner Size	Sales Price (Tax Included)	Number of Available Slots
Normal Banner	W320×H100	Early Bird Special Price: JPY 440,000 Regular Price: JPY 550,000	First 6 applications
Mid-Page Banner	W280×H336	Early Bird Special Price: JPY 275,000 Regular Price: JPY 330,000	First 3 orders

■CEATEC Official Website Sessions: 721,680 (September 1, 2025 - October 31, 2025)

*Session count: Number of visits by users to the website within a specific period

Details regarding manuscript submission methods and formats will be provided individually by the organizing committee after your application is complete.



Mid page Ad

※Photo is for illustrative purposes only.

Eligibility	CEATEC 2026 Exhibitors	Newsletter Distribution Date
Application Method	<p>Please apply via the application form at the link below.</p> <p>https://www.ceatec.com/redirect/?callback_id=application_ad&lang=en</p>	<p>① September 16(Wed)</p>
Application Period	<p>Application Period: Thursday, February 12, 2026 – Wednesday, September 30, 2026 ※Applications will be accepted in the order they are received.</p>	<p>② September 24 (Thu)</p>
Selling Price	<p>Early Bird Special Price: JPY 165,000 per case (tax included) Regular Price: JPY 220,000 per item (tax included)</p>	<p>③ September 30 (Wed)</p>
Early Bird Benefit	<p>This special price is available only for applications received by Friday, May 29.</p>	<p>④ October 6 (Tue)</p>
<p>■ Distribution Target: Visitor Database (approx. 400,000 entries)</p> <p>■ Format: HTML</p> <p>■ Number of slots available: Up to 3 companies (3 slots) can be featured in one newsletter. ※Ads will be displayed in order of application receipt.</p> <p>*Please specify your desired delivery date on the application form. The secretariat will notify you of the delivery date and manuscript submission deadline.</p>		<p>※2026 registrants will be added as they register.</p>
<p>■ Submission: Text within 38 full-width characters × 7 lines (266 characters total), or a banner (W600×H200)</p> <p>※Content is limited to your company's CEATEC 2026 exhibition information. Please ensure the exhibitor name is included in the body text.</p>		<p>⑤ October 7 (Wed)</p>
<p>※Manuscripts must be submitted to the secretariat at least 3 business days prior to the distribution date.</p>		<p>⑥ October 8 (Thu)</p>
		<p>⑦ October 9 (Fri)</p>
		<p>⑧ October 13 (Tue)</p>
		<p>⑨ October 14 (Wed)</p>
		<p>⑩ October 15 (Thu)</p>
		<p>⑪ October 16 (Fri)</p>

Opening Reception

CEATEC®

An opening reception is scheduled for the evening of the first day of the event (**October 13**) in Tokyo, providing a venue where key personnel such as top executives from exhibiting companies can gather.

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	Free (Invitation-only)

*To participate, you must complete the invitation registration process starting in August.

After completing the invitation registration, we will send out invitations starting in September.

■ About Invitation Slots

Exhibition Scale	Number of Invitees
1-3 booths	3 people
4-8 booths	5 people
9-12 booths	10 people
15-20 booths	15 people
Additional 5 booths each	Add 2 people each



■ CEATEC 2025 Opening Reception (Past Event)
Date & Time: Tuesday, October 14, 2025, 6:30 PM - 8:30 PM
Location: Palace Hotel Tokyo / 1-1-1 Marunouchi, Chiyoda-ku, Tokyo
Attendees: Executive management of exhibiting companies / Supporting organization executives / Embassy officials / Press, etc.
Participants: Approximately 700

Special Invitation Ticket

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	JPY 3,300 per ticket (tax included)

There are special invitations for exhibitors to invite important clients such as business partners.

Services Provided for Special Invitees (2025 Actual results)

- ① Use of the International Conference Center 1F drop-off area
Supporting comfortable access.
- ② Use of the Exclusive Lounge within the Exhibition Hall
You may use a dedicated space for breaks and informal business discussions.
- ③ Use of Special Conference Audience Seating
Priority seating for main sessions is available (no advance reservation required).
- ④ Smooth entry via dedicated reception
Present your invitation and business card at the dedicated counter to receive your entry pass.
※ No advance registration required for general attendees.
- ⑤ Tote Bag + Select Collection Gift
Limited-edition materials and novelty items will be provided.
- ⑥ Meal vouchers (exchange tickets) usable at Makuhari Messe and surrounding venues
Exchangeable for meals at the special lounge
A map of participating restaurants will be provided.
※ Regarding service details will be announced later.

Visitor Information Acquisition System

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	JPY30,800 (tax included)~

*Usage fees are based on last year's actual figures.

At CEATEC, we offer a paid visitor data reading system.

■ Estimated Lead Generation by Exhibition Scale

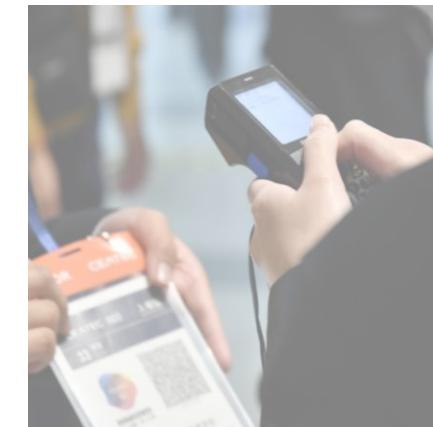
(2025 Actual Results)

1-3 booths : Approximately 400 leads

4-10 booths: Approximately 1,900 leads

12-18 booths: Approximately 5,000 leads

20+ booths: Approximately 7,000 leads



*The above figures represent the average over the 4-day event period.

Detailed information will be provided at the exhibitor briefing in July.

The CEATEC AWARD is an original award program launched in 2011 in collaboration with the government, and this year marks its 16th edition.

Eligibility	CEATEC 2026 Exhibitors
Application Fee	<p>General Exhibits, X (Transformation) Park Exhibitors: JPY 55,000 per application (tax included) *Former Global Exhibitors: JPY 11,000 per application (tax included)</p> <p>Next Generation Park Exhibitors JPY 11,000 per entry (tax included)</p>

Application Benefits

Guidebook will be created based on submitted exhibition information. This year's highlights, information will be distributed to media representatives and government officials prior to the event. This is expected to attract visitors through media exposure.

Winners' Testimonials

"The increased attention and exposure from the award led to more visitors to our booth."

"It also earned high praise from management."

"The entire company, including researchers and engineers involved in the award-winning product (technology), shared the excitement and joy, boosting morale."

■ CEATEC AWARD 2026

- Minister of Internal Affairs and Communications Award
- Minister of Economy, Trade and Industry Award
- Minister of Digital Affairs Award
- Other category awards (planned)



Information Publication on Official Website

Eligibility	CEATEC 2026 Exhibitors
Usage Fees	Free (※Some features require payment)

Company profiles and planned exhibited products will be posted on the official website, enabling advance information dissemination. Details regarding posting items will be provided at the exhibitor briefing in July.



News Center

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	Free (separate application required) ※Registration begins in July

We will organize our own planning, reporting, and editing team to provide information primarily related to exhibited products for prospective attendees, industry professionals, media representatives, and general users.

We will actively support exhibitors' information dissemination by establishing a "News Center" to disseminate various information, primarily related to exhibited products, to attendees, industry professionals, media representatives, and general users. Upon request, we will cover exhibitors' featured products, technologies, and services as news stories and actively promote exposure across various media outlets.

CEATEC's team will conduct interviews in advance!

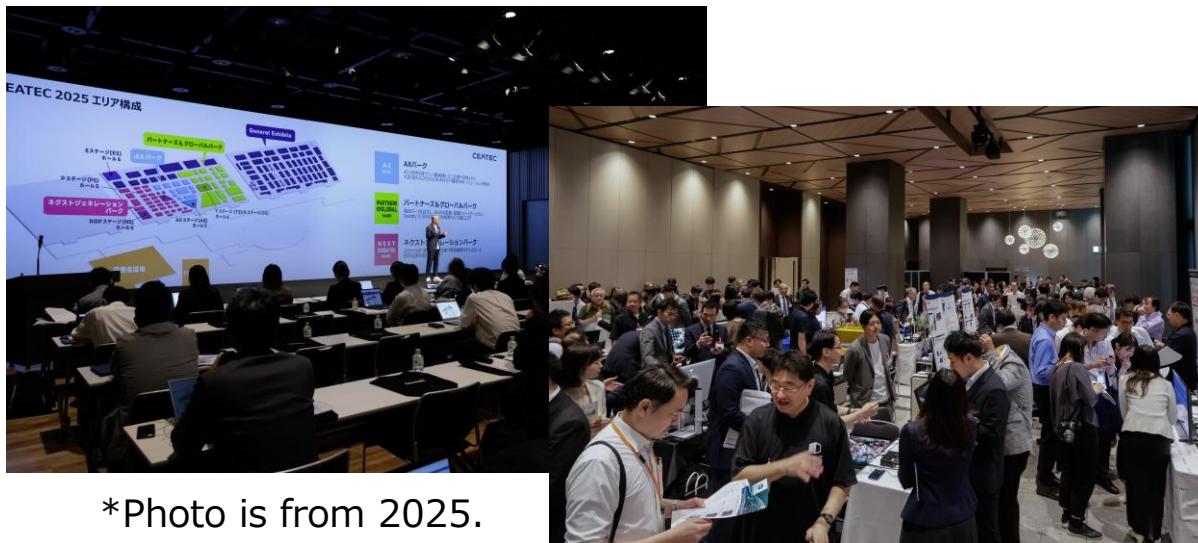


Details will be provided at the exhibitor

CEATEC AWARD 2026 Select Collections

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	Paid ※Details to be announced around July

One week prior to the event, during the CEATEC 2026 press conference, we plan to organize an event where you can showcase your new products, solutions, technologies, etc., to be exhibited at CEATEC to the press at a special space within the press conference venue.



*Photo is from 2025.

Overseas Media Program

Eligibility	CEATEC 2026 Exhibitors
Usage Fees	Paid ※Details to be announced around March

As a new initiative, we will invite overseas press (media outlets currently being coordinated) to the exhibition venue. to support exhibitors' overseas PR efforts through booth coverage. We plan to provide exhibition information, arrange interview opportunities, and set up lunch meetings for press from Europe or Southeast Asia.

Benefits (TBD)

Face-to-face interviews between exhibitors and overseas press will be conducted at booths, etc.
Lunch meeting opportunities

Lunch meeting networking opportunities between exhibitors and overseas press will be arranged.

Details will be provided in exhibitor email newsletters starting in March.

Invitation Leaflet

Eligibility	CEATEC 2026 Exhibitors ※Applications open from July
Usage Fee	Free (Distribution quantity subject to booth size regulations)

■ Distribution Quantity

Exhibition Scale	Number of Flyers Distributed
1-3 booths	1,000
4-8 booths	2,500 copies
9-12 booths	4,000 sheets
15-20 booths	6,000 sheets
Additional 5 booths	1,200 sheets each

For those wishing to purchase more than the above distribution quantity, additional purchases are available at JPY 330 per piece (tax included).



2026 Content (Planned)

- Event Highlights
- Venue Area Layout
- Conference Program

Invitation Leaflet Advertisement

Application	Please apply via the application form at the link below. https://www.ceatec.com/redirect/callback_id=application_ad&lang=en
Application Period	February 12, 2026 (Thursday) to June 30, 2026 (Tuesday) ※Applications will be accepted in the order they are received.
Usage Fee	Early Bird Special Price: ¥880,000 (tax included) Regular Price: JPY 1,100,000 (tax included)
Early Bird Discount	Applications received by May 29 (Fri) you will receive a special early bird discount.



Distribution Volume: 180,000 copies (2025 actual results)

■ Invitation Specifications

Distribution quantity: 180,000 copies

Size: A4, 4 pages (planned)
210mm × 297mm booklet
Tri-fold (210mm wide × 105mm tall)

■ Ad Specifications

Placement: Back cover
Size: 100mm (W) × 50mm (H)
Number of Spots: First 4 Companies
Placement will be designated by the secretariat

At CEATEC, we offer various services and tools as part of our exhibitor support menu.

Option Menu	Application Period	Cost
Special Room	July–	Paid (Details to be announced in July)
Exhibitor Meeting Room	July–	Paid (Details to be announced in July)
Exhibitor Networking Event	Details to be announced later	Details to be announced at a later date
Utility Booth	July–	JPY 264,000/booth
Package Display	July–	Varies by menu

Special Room (International Conference Center Building)

Eligibilit	CEATEC 2026 Exhibitors
Usage Fee	JPY 11,000 (tax included)/slot

※**Usage fees are based on the 2025 event rates.** Please refer to the Exhibitor Manual to be released in July for details.

Special rooms will be available for exhibitors to meet with their key customers.



*Photo is for illustrative purposes only.

Details of the service will be announced at the exhibitor briefing in July.

Exhibitor Meeting Room

Eligibilit	CEATEC 2026 Exhibitors
Usage Fee	JPY 11,000 (tax included)/slot

※**Usage fees are based on the rates for the 2025 event.** For details, please refer to the Exhibitor Manual to be released in July.

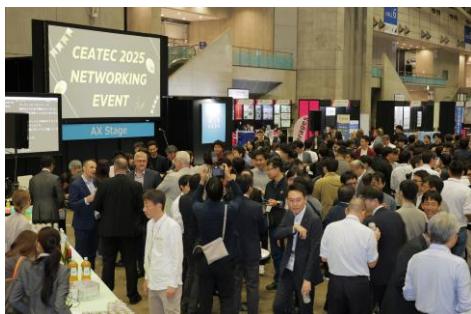
Rooms suitable for meetings and consultations are available for use.



Exhibitor Networking Event

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	Free (Registration Required)

CEATEC plans to organize networking events after closing hours during the exhibition period to promote interaction among exhibitors.



*Photo is from 2025.

Details regarding the program content will be provided separately.

Utility Booth

Eligibility	CEATEC 2026 Exhibitors
Usage Fee	JPY 264,000 (tax included) / per booth

If you wish to use facilities such as storage, waiting rooms, or meeting spaces outside your exhibition booth, please utilize these utility booths.

Specifications & Fees

1 Booth Specifications: 3m width × 3m depth

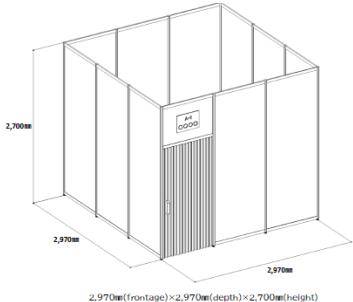
Utility Booth Usage Period

October 11 (Sun) 9:00 AM~ October 16 (Fri) 7:00 PM

Location

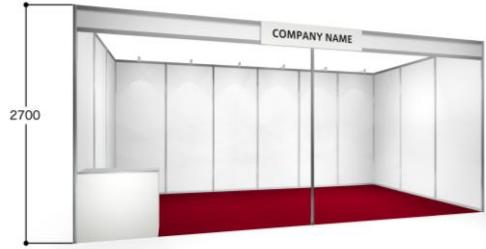
We will set up the equipment in the venue area near the booth.

The exact location will be determined by the will be determined by the CEATEC Executive Committee.



Details will be provided at the exhibitor briefing in July.

CEATEC offers a packaged display plan to reduce exhibition costs and preparation effort. You can select and the packaged display according to your exhibition objectives.

Plan / Price (Tax Included)	Booth Image / Specifications	Equipment Included in Price
Basic Plan A (1 Booth) Package Price: JPY 110,000		<ul style="list-style-type: none"> Primary trunk line installation + electricity usage (up to 1kW) Punch carpet (9m²) System wall (white) panel 1 set Parapet (White) 1 set Company nameplate (W1800×H300) 1 piece Reception counter (W900×D450×H940) 1 unit Folding Tatami Chair 1 piece Nameplate holder LED Seamless 1-Light LED Arm Spotlight 3 lights Outlet (100V/2-prong) 1 unit
Basic Plan B (2 Booths) Package Price: JPY 220,000		<ul style="list-style-type: none"> Primary main line installation + electricity usage (up to 2kW) Punch Carpet 18m² System wall panel (white) 1 set Parapet (White) 1 set Company nameplate (W1800×H300) 1 piece Reception counter (W900×D450×H940) 1 unit Folding Tatami Chair 1 piece Nameplate holder LED Seamless Panel Lights 2 units LED arm spotlights: 6 units Power outlet (100V/2 outlets) 1 unit

- You may customize the contents after applying for a package plan. Customization may incur additional fees.
- Applications open in July, but we welcome inquiries in advance.

Packaged Display (Special Plan)

CEATEC®

Plan / Price (Tax Included)

For Panel Displays

Special Plan A (2 booths)

Package Price: JPY 1,100,000~

Booth Image



Presentation use

Special Plan B (2 Booths)

Package Price: JPY 1,100,000~



For business meetings

Special Plan C (2 Booths)

Package Price: JPY 1,100,000~



Equipment Included in the Fee

- Primary power line installation + electricity usage (up to 2kW)
- Punch carpet 18m²
- Wooden display stands (W900×D450×H900) 6 units
- Graphic (printed paper) 8m²
- Company name signs 2 locations
- Reception counter and chair 1 set
- LED spotlights 8 units
- LED floodlight (60W) 1 unit
- Outlets (100V/2-prong) 2 units

- Primary trunk line installation + electricity usage (up to 2kW)
- Punch carpet (18m²)
- Wooden display stand (W900×D450×H900) 2 units
- LED panels (A1 size) 2 pieces
- Company name signs (2 locations)
- Slogan display 1 location
- Monitor (55-inch)
- Player 1 unit
- Reception counter chair: 1 unit
- Stacking chairs: 6 units
- LED spotlights: 5 units
- Indirect lighting set
- Outlets (100V/2-prong) 5 units

- Primary power line installation + electricity usage (up to 2kW)
- Punch carpet: 18m²
- Wooden reception counter 1 unit
- LED Panel (A1) 2 pieces
- Backlit sign 1 unit
- Company name sign 1 location
- Counter chair: 1 unit
- Two-person meeting set: 2 sets
- Planter box: 4 units
- LED spotlights: 6 units
- Illuminated Sign Lighting System 1 set
- Outlets (100V/2-prong) 3 units

Eco & Design Challenge

To promote the creation of exhibition booths rich in sustainability and creativity, we have established a new "Exhibition Booth Evaluation System." This system comprehensively evaluates each exhibiting company's booth from the perspectives of environmental consideration (decarbonization and resource circulation) and design/innovation, with the organizer recognizing outstanding exhibits.

📍 Benefits of Applying

Visualizing Corporate/Brand Sustainability Initiatives

Being recognized for environmentally conscious and creative exhibits clearly demonstrates a company's ESG (Environmental, Social, and Governance) initiatives to visitors and stakeholders.

Increased Visibility Among Visitors and Media

Receiving an award increases opportunities for the exhibit content to be featured in CEATEC's official announcements and media coverage, leading to enhanced brand recognition.

Enhancing Internal and External Awareness of Sustainability

Engaging in environmental impact reduction and innovative expression from the exhibition preparation stage fosters internal awareness reform and strengthens collaborative momentum with external partners.

ECO & Design Challenge



📣 Voices of 2025 Award Winners

- The integrated display of brand and technology allowed visitors to tangibly experience a concrete vision of the future
- The booth design, which balanced aesthetics and sustainability, was highly praised.
- The Eco & Challenge initiative demonstrated our commitment both internally and externally, boosting internal understanding and supporting budget allocation
- Significant potential exists for learning from other companies' examples and clarifying evaluation criteria

03

Application Method and Schedule

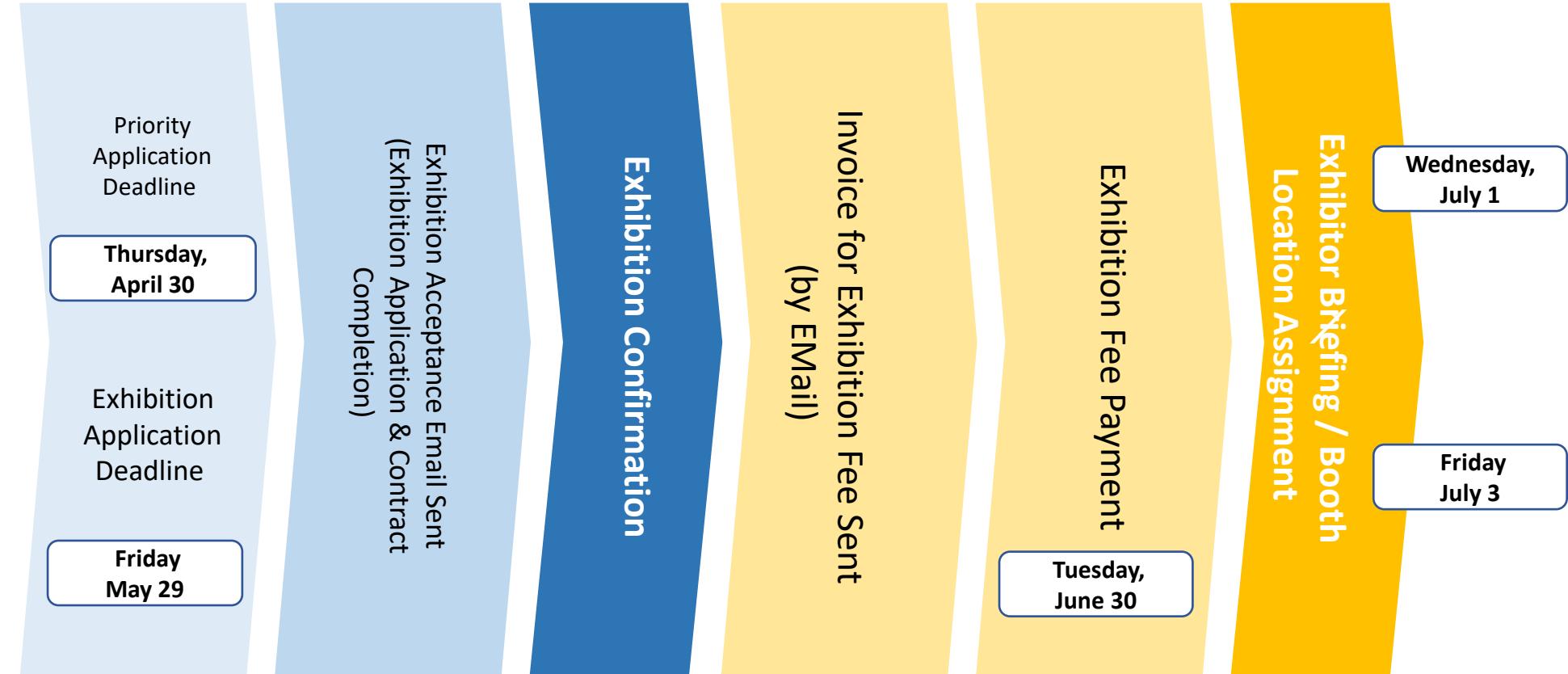
How to Apply

CEATEC®

Please **review the "Exhibition Regulations," agree to all terms**, and apply via the official website's application form at <https://www.ceatec.com/en/> .

Exhibition
Application
Acceptance

February 12
10:00 AM
(JST)
Start



Your application and contract are finalized upon receiving an email confirmation of acceptance.

The date specified in the confirmation notice shall be considered the contract execution date. **Please note that cancellations made on or after Monday, June 1st will incur a 100% cancellation fee.**

Exhibition Application



Please apply via the form on the official website.

※ The application form will be available for input starting at 9:30 AM.

※ Please note that applications submitted before the start of acceptance (before 10:00) will be invalid.

Application Acceptance Begins: Thursday, February 12, 10:00 AM (JST)

※ Exhibitors in the General Exhibits area who apply by April 30 will be able to select their preferred booth location at the booth location selection meeting scheduled for early July, in the order of application.

Conference / Promotional Menu



Apply via the online form

Conference Registration Form:

https://www.ceatec.com/redirect/?callback_id=application_conference&lang=en

Promotion Menu Registration Form:

https://www.ceatec.com/redirect/?callback_id=application_ad&lang=en



Applications submitted before 10:00 AM on Thursday, February 12th will be invalid. Please be advised that this will be the case.

1. List of Exhibition Areas

2. Exhibition Fee Information

- 2-1. Exhibition Plans
- 2-2. What is Included in the Exhibition Fee
- 2-3. Other Expenses
- 2-4. Options
- 2-5. Number of Booths
- 2-6. Height Restrictions

3. Matters Concerning Exhibition Applications

- 3-1. Eligible Exhibitors
- 3-2. Application and Contract
- 3-3. Payment of Exhibition Fees
- 3-4. Cancellation of Exhibition and Reduction of Applied Space
- 3-5. Payments Other Than Exhibition Fees

4. Important Notes/Prohibitions Regarding Exhibiting

[Important]

Before applying, please be sure to review the Exhibition Regulations and submit your application via the Exhibition Application Form.



Exhibition Regulations

- General Exhibits
- X (Transformation) Park
- Next Generation Park

Please be sure to check the exhibition regulations for the area you are applying for.

How to Participate - Pricing Structure and Included Services (1/2) -

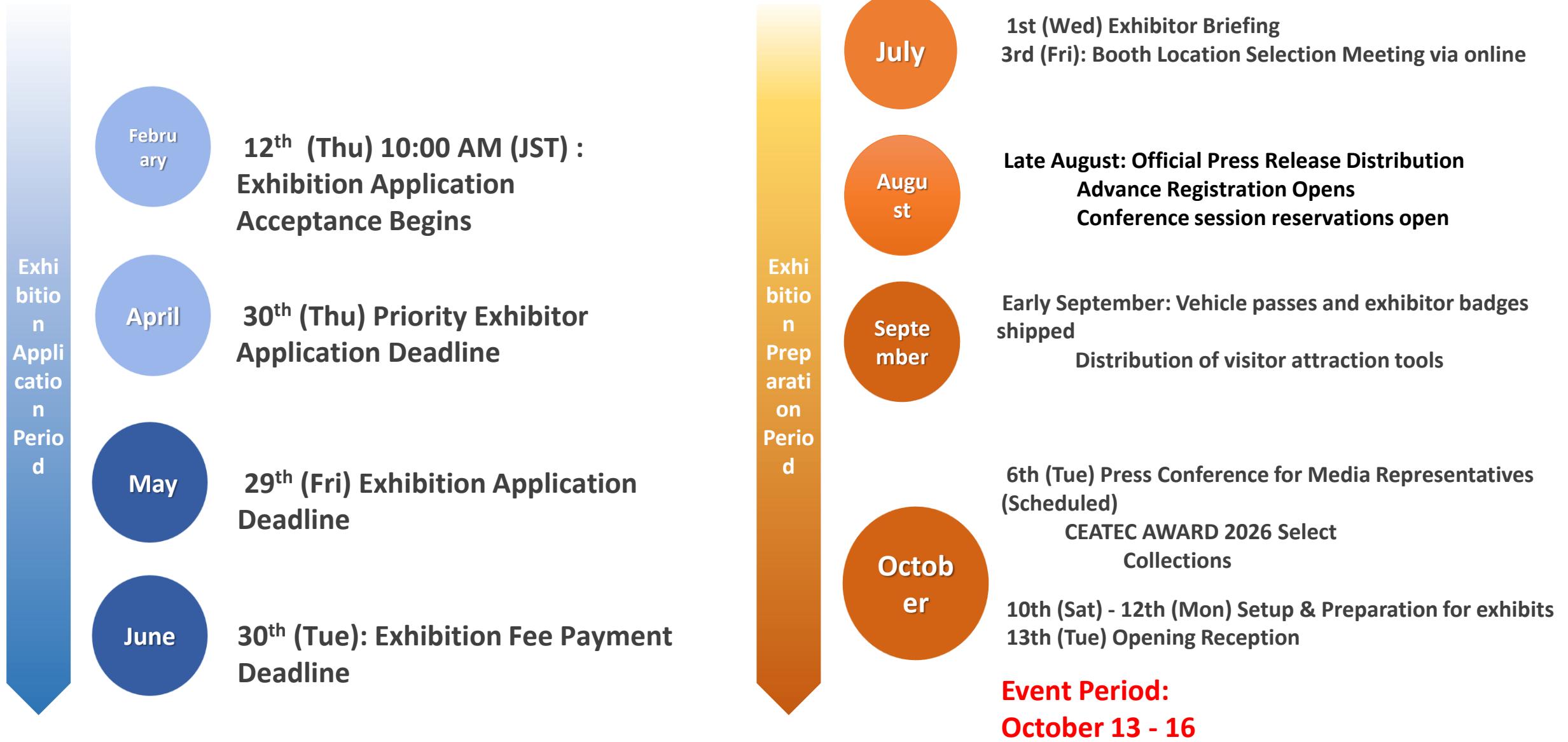
CEATEC®

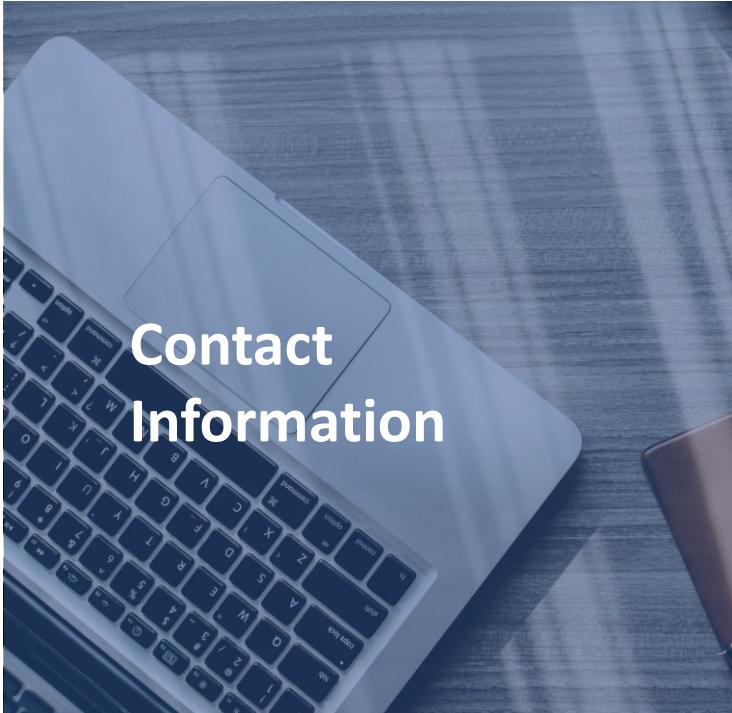
Category	General Exhibits		Special Exhibits X (Transformation) Park				Special Exhibits Next Generation Park
Area Characteristics	An exhibition area where companies can freely design booths to broadly showcase their technologies, products, and services.		An exhibition area organized by specific fields and themes, showcasing Transformation through cutting-edge technology.				An exhibition area where next-generation technologies, ideas, and talent gather, primarily featuring startups, universities, and research institutions.
Participation Specifications	Standard Booth	Small Package Booth	Platinum Partner	Gold Partner	Bronze Partner	1-3 Booths	-
Eligible Exhibitors	Companies/Organizations (Legal entities meeting the "Exhibitor Qualifications" specified in the Exhibition Regulations)		<input type="checkbox"/> AI (Generative AI / Physical AI / Quantum / Next-Generation Communications / Robotics) <input type="checkbox"/> Partners (Co-creation) (Cross-industry cases / Co-creation / Public-private partnerships / Startups x Large corporations) <input type="checkbox"/> Well-being (Healthcare / Education / Smart Living / Consumption / Services / Regional Revitalization) <input type="checkbox"/> Social Infrastructure (Energy/Communications/Disaster Prevention/Public Services/Local Governments/Urban Infrastructure/Security) <input type="checkbox"/> R&D/Strategy (National Research Institutes/Independent Administrative Agencies/National Research Laboratories/National Strategy) <input type="checkbox"/> Industrial Transformation (Manufacturing / Mobility / Logistics / Construction / Agriculture / Supply Chain) <input type="checkbox"/> Entertainment (Content/XR (AR/VR/MR)) <input type="checkbox"/> Sustainable (GX/Decarbonization (Renewables, Energy Storage, Carbon Management, Resource Circulation/Circular Economy))				<ul style="list-style-type: none"> Companies established within the last 9 years (Established October 2017 or later) Universities and educational institutions Corporate new business development departments (Including internal ventures/accelerator programs)
Booth Location Selection	<input type="radio"/> (First-come, first-served selection based on application order)		Not Selectable (Determined by the organizer)				Not Selectable (Assigned by Organizer)
Booth Specifications	Per Booth Width 3m x Depth 3m	Per booth Width 2m x Depth 2m	144m ² (equivalent to 16 booths) of exclusive space	81m ² (equivalent to 9 booths) of exclusive space	36m ² (equivalent to 4 booths) of exclusive space	Per booth 3m width x 3m depth	Per booth Width 2m x Depth 2m
Booth height restriction	Depends on booth size 3. Please refer to the number of booths applied for and height restrictions.	2.7m	2.7m The area set back 1m from the aisle and base panels may be used up to a height of 6m.		2.7m The area set back 1m from the walkway and foundation panels Up to 3.6m in height.		2.7m
Package Booth Provision	✗	✓	-	-	-	✗	<input type="radio"/>
Available Units	1-100 booths	1-2 booths	144m ² (16 booths) Each additional 1m ² costs +JPY 44,000.	81m ² (9 booths) Each additional 1m ² costs +JPY 44,000.	36m ² (4 booths) Each additional 1m ² costs +JPY 44,000.	1-3 booths	Single: 1-3 booths Group: 4 booths or more
Exhibition Participation Fee (Tax included)	Organizer/Co-organizer Member JPY 396,000/booth Others JPY 440,000/booth	JPY 220,000/booth	JPY 5,500,000	JPY 3,300,000	JPY 1,650,000	JPY 484,000/booth	JPY 143,000/booth

How to Participate - Pricing Structure and Included Services (2/2) -

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Category	General Exhibits		Special Exhibits X (Transformation) Park				Special Exhibits Next Generation Park
	Standard Booth	Small Package Booth	Platinum Partner	Gold Partner	Bronze Partner	1-3 booths	
Participation Specifications							-
Primary Line Construction Fee + Electricity Usage Fee	✗ JPY 13,200 (tax included)/kW Separate application required	○ Free up to 1kW/booth	JPY 13,200 (tax included)/kW requires separate application				○ Free up to 500W per booth
Exhibitor Badge	○ 15 per booth	✓ 15 per booth	○ 240 sheets	○ 135 sheets	○ 60 sheets	○ 15~45 sheets	○ 15 sheets
Worker Ribbon	○ 5 per booth	○ 5 per booth	○ 80 sheets	○ 45 sheets	○ 20 sheets	○ 5~15 sheets	○ 5 per booth
Invitation (by application) ※Free portion	○ Based on booth size Regarding the number of free copies distributed 2-1. Refer to the exhibition booth fee Please refer to the expenses.	○ 1,000 copies	○ 6,000 sheets	○ 4,000 sheets	○ 2,500 sheets	○ 1,000 sheets	○ 1,000 pieces
Opening Reception Invitation Slots	✓ Based on booth size	○ 3 people	○ 15 people	○ 10	○ 5	○ 3	○ 3
Logo placement on venue map	Only if the exhibition scale is 20 booths or more or more only ○	-	Only if the exhibition scale is over 180m ²	-	-	-	-
Conference (500 attendees) Speaker slots	✗	✗	✓	✗	✗	✗	✗
Park Stage (100 people) Presentation Slot	✗	✗	○ (2 slots)	○ (1 slot)	✗	✗	✗
Pre-event coverage by media partners	-	-	○	-	-	-	-
Visitor Data Reading System	✗	✗	○ PWA Type: Initial Cost +2 Licenses	✗	✗	✗	✗
Email Newsletter Advertising	✗	✗	○	✗	✗	✗	✗
WEB Banner Ad (Normal Banner)	✗	✗	○	✗	✗	✗	✗





CEATEC Management Office (Japan Electronics Show Association)

Postal code 100-0004

Address 4th Floor, Otemachi Center Building, 1-1-3 Otemachi, Chiyoda-ku, Tokyo, Japan

E-mail: contact2026@ceatec.com