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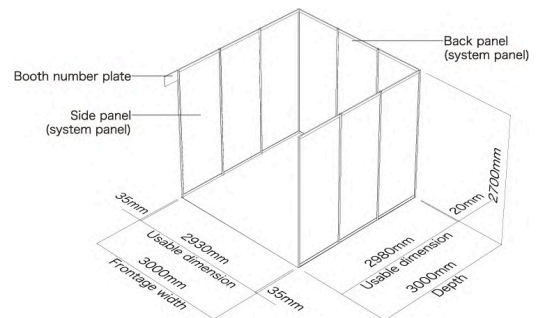
Booth Standards

1. Booth Standards

Booth Specifications

(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
- 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.
- ⑤ It is prohibited to display company names or logos on the side of the booth facing other exhibitors.

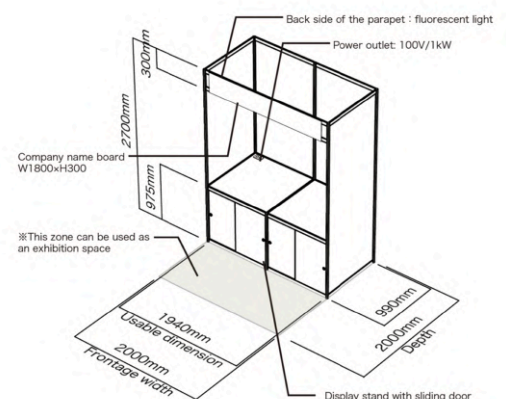


(2) Standard booths: 20 booths or more (block booths) / Diamond Partner

- 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.

(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 990 mm, with storage at the bottom)
 - Foundation panel
 - Cutting sheet lettering for company name
 - Parapet for posting company name (300 mm 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)
 - LED seamless light
- ③ An exhibitors may apply for up to two booths.



(4) Booth Height Limitations

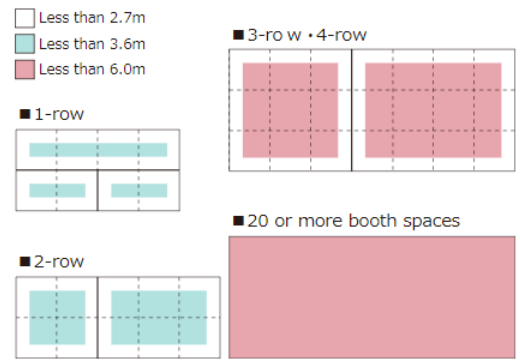
Height limitation on exhibition booths and decorations for Diamond Partner, Platinum Partner, Gold Partner, Bronze Partner, and Standard Booth plans is set to the height of the foundation panel, which is 2.7 meters; however, excess height in the following ranges is allowed.

① Diamond Partner

The height limit is 6 m. Suspended structures less than 6.0 m high is permitted for block booths. 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.

②Platinum Partner

- When the participation space is less than 180 m²
The height of the aisles and the area set back 1m from the foundation panel can be up to 6 m.
- When the participation space is over 180 m²
The height limit is 6 m. Suspended structures less than 6.0 m high is permitted for block booths. 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.
* Note: If you wish to display your company name in excess of 2.7 m 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.



③Gold Partner

The allowable height of booth walls set back 1.0m from the aisles and/or foundation panels will be 6m.

④Bronze Partner

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

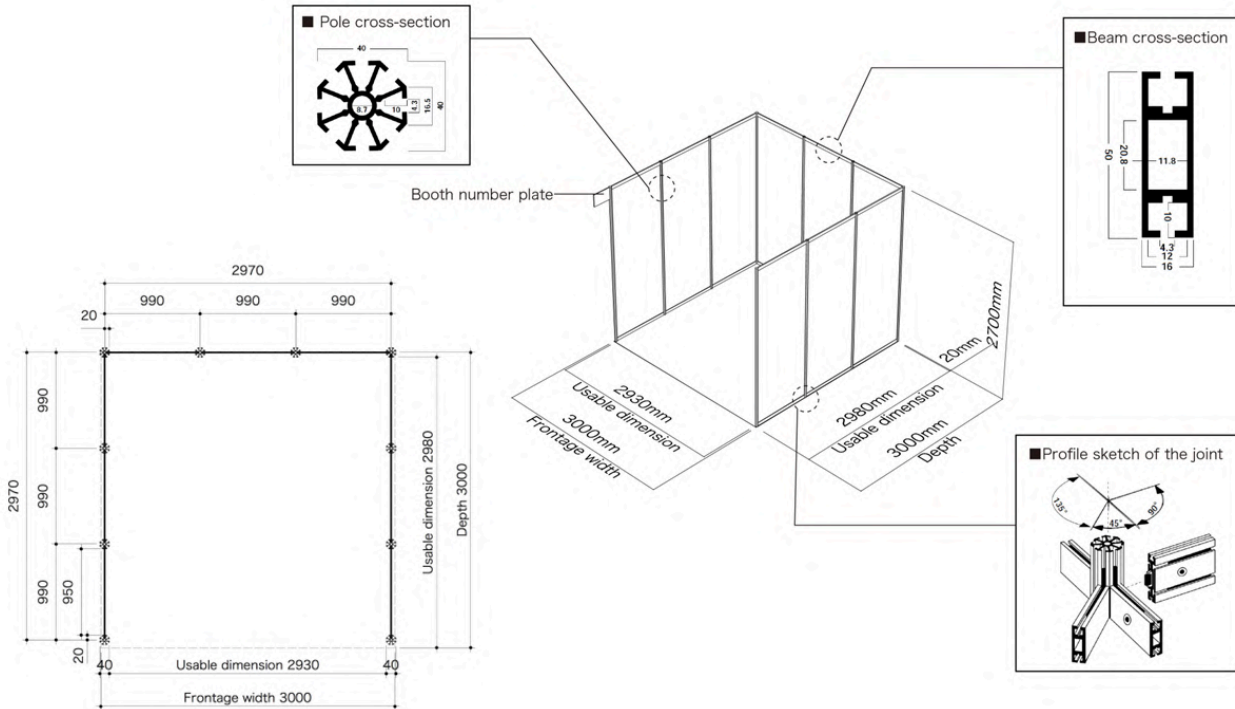
⑤Standard Booth

- 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.
- 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.
- 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.
- 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.
- 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.

2. Base Panel Outline

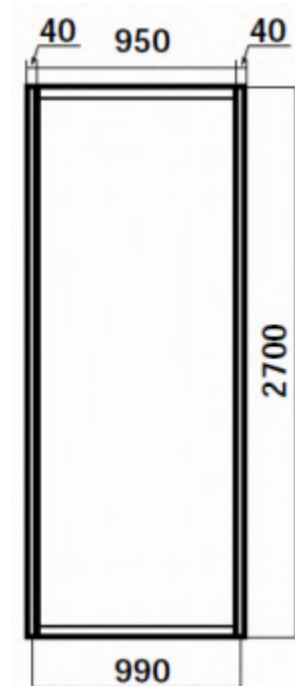
Base Panel

System panels are used as partitions between adjoining booths. The Management Office will not erect wall panels on the aisle sides of corner booths. However, exhibitors may erect their own wall panels or ask the Management Office to do so for an additional charge.



■ Foundation Wall Panel (System Wall Panel) Size

- The color of the panel is white and the color of the pole/beam is silver.
- No pins or nails may be driven into the panels.
Please use double-sided tape with hook & loop fasteners (a.k.a. Velcro® tapes) when displaying posters, panels, etc.
When removing the panels, please remove all tape without leaving any adhesive residue.
Rental supplies include chain hooks, and hook & loop fasteners required for displaying panels.
If you wish to use such supplies, please contact Fujiya Co., Ltd.
- please note that foundation panels are rental items, and we will charge for ¥21,450 (tax inc.) reimbursement in the event of damage.



Booth Standards

3. Important Points for Booth Design

Booth design Important

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and/or organizer will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

1. Safety Measures Important

- ① To prevent truss beams falling, strike four or more anchor bolts in one place to secure them to the floor.
- ② When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- ③ Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- ④ When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures located in high places, take measures to prevent them falling by securing them with bolts or wires.

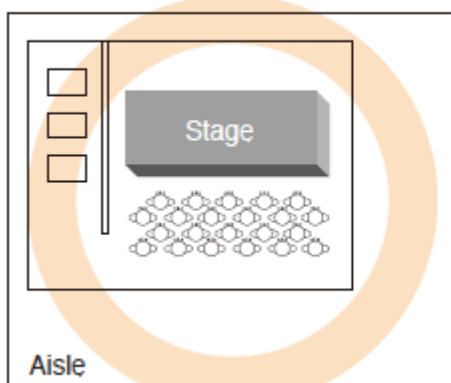
2. Evacuation route Important

When designing block booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.

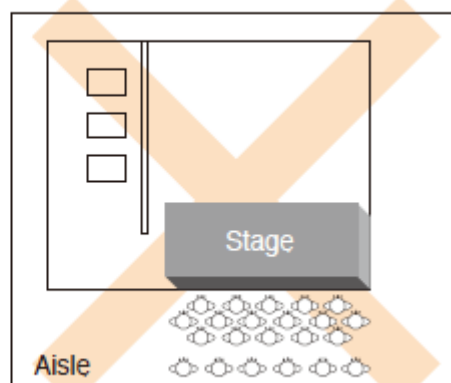
3. Stage setup Important

When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected, so that they do not block the aisles. Also give consideration to appropriate distance of looking and listening and visitors' view angle caused by installation height of stage and imaging machines. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

Suitable example

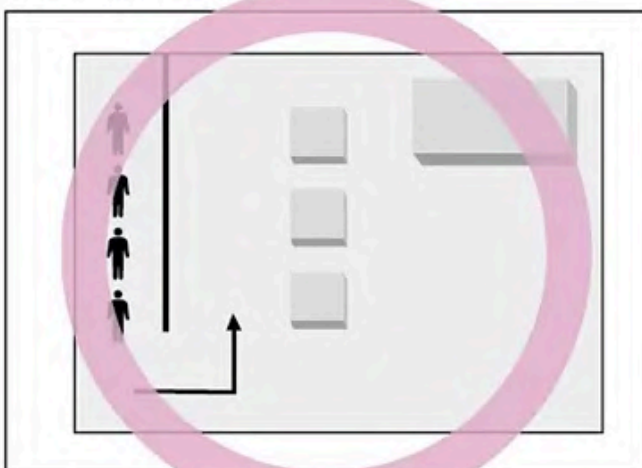


Unsuitable example

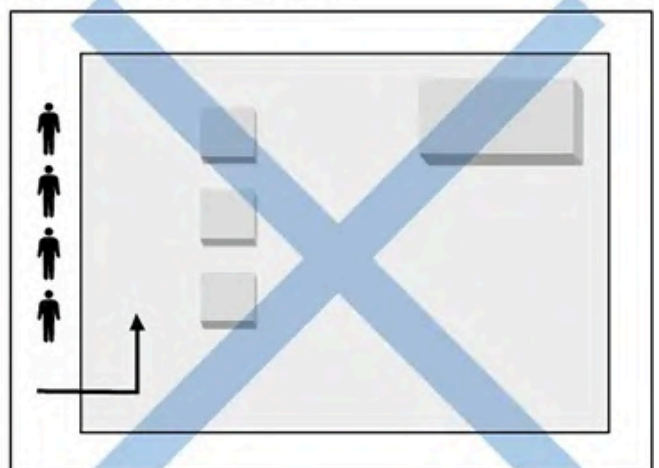


Example of waiting lane

Suitable example



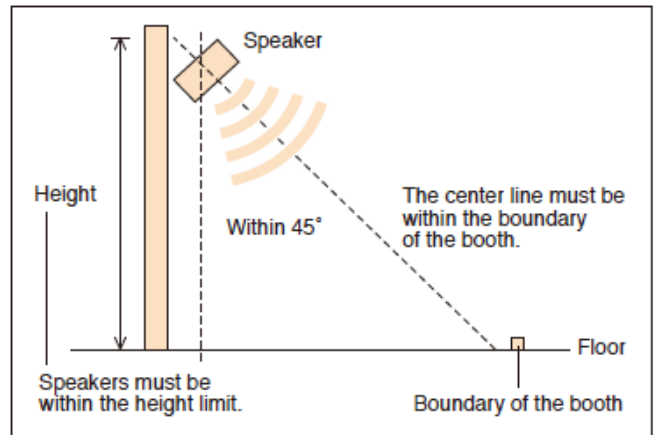
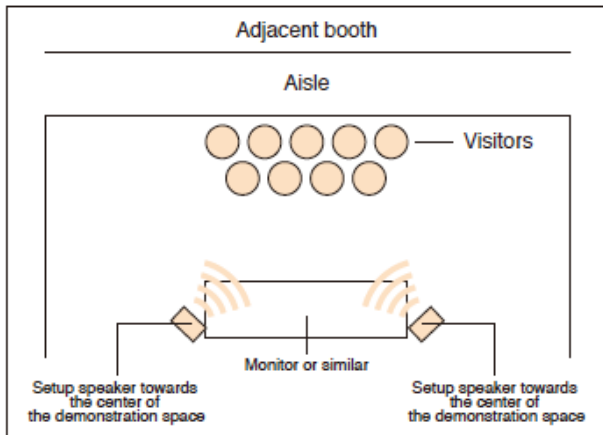
Unsuitable example



If there are many visitors and queues form, please design your booth so that it can accommodate them.

4. Speaker setup position restrictions Important

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary of the booth.



5. 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 cannot be placed in aisles around the booth or behind the booth.
- ④ Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

6. Booth space boundaries

Regarding a block of booths (20 booths or more), please be sure take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

D1

Booth Standards

4. Exhibits Exceeding the Height Limit

Applicable

Application

No.7 

Deadline

September 05

If an exhibitor is exhibiting products exceeding the height limit specified in the exhibition manual, the exhibitor must obtain permission from the CEATEC Organizing Committee in advance. In order to do so, submit, **“Application for Displaying Tall Exhibits” <No.7>** along with design drawings (floor plan and elevation) indicated with necessary information such as where the product will be positioned in the booth and its height (in metric) to Japan Electronics Show Association by **Friday, September 5**. In such case, the oversized exhibit may not protrude out into the aisle space and must fit inside the exhibitor’s booth. Any item for which permission has been obtained for exceeding the height limit must be exhibited in its original state with no additional decorations applied to highlight the item.

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with flame-retardant materials such as fireproof blackout curtains. In such case, the exhibitor must obtain permission from local fire department. Direct sunlight can be shaded; however it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc. Please note that the Management Office will not take measures to prevent reflection.

Exhibitors who wish to set up ceiling structures, without regard to the size, are required to submit the **Application for Ceiling Structure 〈No.8〉** and both top and elevated view booth drawings to Makuhari Messe by Friday, September 12. If the preparation of drawings misses the deadline, the exhibitor should submit **Application for Ceiling Structure 〈No.8〉** alone by **Friday, September 12** to let Makuhari Messe know that the booth will have a ceiling structure.

Instructions and regulations of ceiling structures

Structure

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

Fire Safety Equipment

- ① Fire extinguishes must be 10-size or bigger.
- ② Fire alarms (smoke alarms) may be required. In such case, exhibitor must submit the placement notice and its operation experiment result to CEATEC. Domestic fire alarms cannot be accepted.
- ③ Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

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 2.1 meters from the surface floor. However, even when the height does not reach 2.1 meters, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc. The exhibitor must obtain permission of the local fire department. Exhibitors who wish to set up two-story booth structures are required to submit the **Application for Two-Story Booth Structures <No.9>** together with a construction plan to Makuhari Messe by **Friday, September 5**. If the preparation of drawings misses the deadline, the exhibitor should submit **<No.9>** alone by Friday, September 5 to let Makuhari Messe know that the booth will have a two-story structure.

Instructions and regulations of two-story booth structures

Booth requirements for construction

Exhibitors with at least 15 booths and Premium Partners with a participation space of at least 135m² per booth are allowed to construct a two-floor structure.

2nd floor floorage

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

Height of the 2nd floor structure

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

Use of the 2nd floor structure

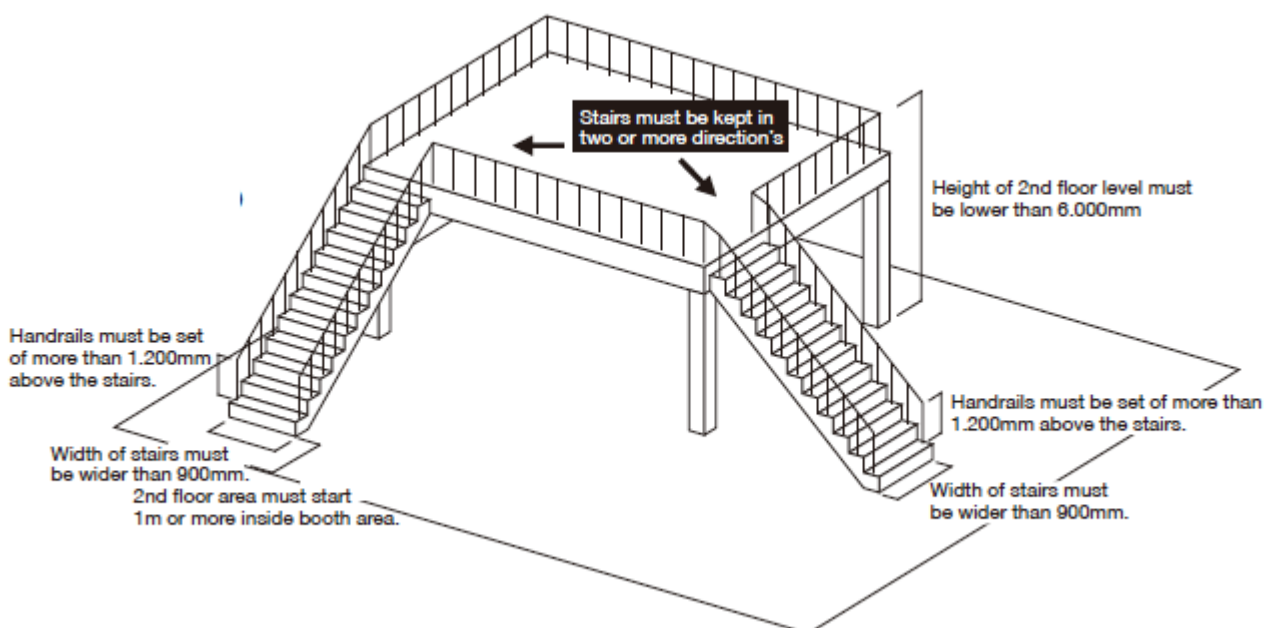
The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, an operations room, etc. This structure must also be set back at least 1 meter from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.

Design

When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below.

Note that a ceiling cannot be installed for the 2nd floor.

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



Fire prevention and evacuation installations, etc.

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

- ① Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10) must be installed on the 2nd floor.
- ② Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to the Management Office. Smoke alarms for domestic use are not acceptable.
- ③ There must be at least one fire alarm (smoke alarm) per 150 m² of ceiling of the 1st floor. If a 60 cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke alarm) must be set in each enclosed area.
- ④ If the floor area of the second floor exceeds 200 square meters or if the second floor is to be used by the CEATEC visitors, the automatic fire alarm system (smoke detectors) installed on the second floor must be connected directly to the central control center. Please consult Makuhari Messe Co., Ltd. by early August as there may be additional instructions regarding the installation of fire extinguishing equipment and other safety measures.
- 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 m² or more, a certified fire prevention officer must be stationed on-site.

A suspended structure is a building frame used to suspend decorations from the ceiling of exhibit booth. Exhibitors, who wish to set up suspended structures, are required to submit **Application for Suspended Structure <No.10>** together with a statement of total weight, top and elevated view drawing to Makuhari Messe by **Friday, September 5**. If the preparation of drawings misses the deadline, the exhibitor should submit **<No.10>** alone by **Friday, September 5** to let Makuhari Messe know that the booth will have a suspended structure.

Eligible Booths

Exhibitors with at least 20 booths (block booths) and Premium Partners with a participation space of at least 180m2 are allowed to use the suspension configuration.

Width Restriction

The width of suspended structure is limited to a perpendicular line from the interior edge of the booth. However, even within this restriction, the exhibitor might be requested to change the location of a suspended structure depending on the proximity and location of water discharge guns for firefighting purpose.

Suspension Base Restriction

As a rule, suspension should be done on gusset plates. If the use of other hanging place (beams, etc.), please contact Makuhari Messe by the beginning of August. Depending on the weight, construction plan might be required to change.

Weight Restriction

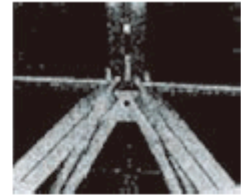
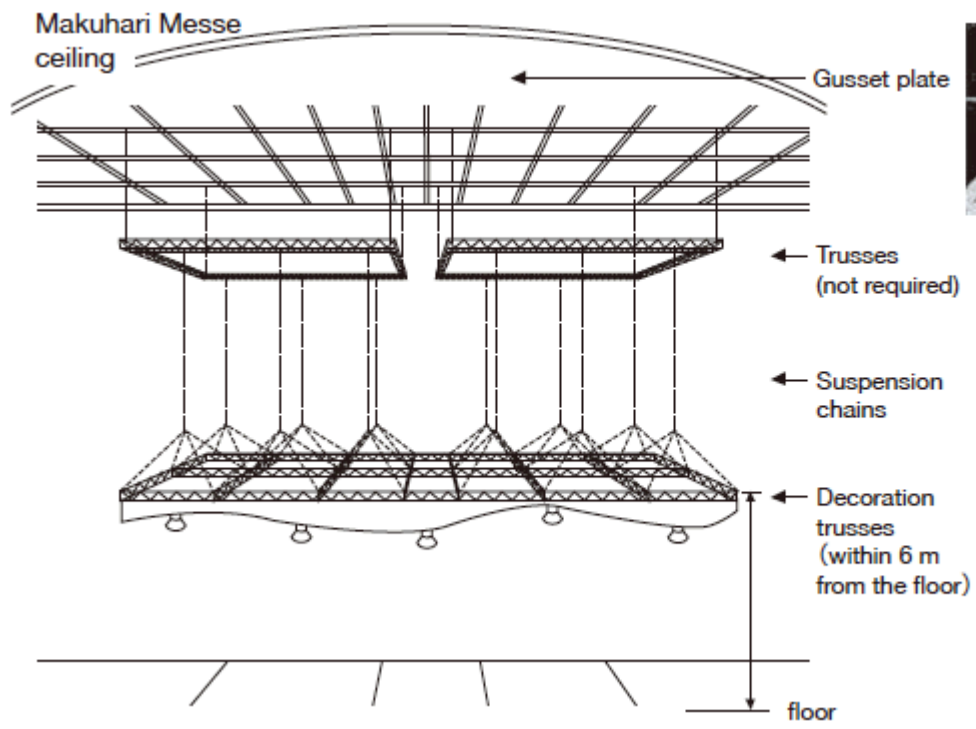
The weight limit of gusset plates for a single suspended structure is 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point can not accepted.

Height Restriction

Objects regarded as decorations (such as metallic and wooden objects, signs, lighting fixtures, speakers, banners, and fabrics) should be no higher than 6m, same as the height restriction. Trusses for suspended structures and chain motor boxes are not subject to this restriction but should be positioned so as not to obstruct the view of other exhibitors. For safety, chains suspending decoration trusses should be fixed to the truss joints within approximately 1m above the decoration truss. Exhibitors must pay costs even if the Management Office requests a change.

Other Restrictions and Precautions

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



8. Universal Design

In order to provide services of a consistently high quality in line with the standards of the exhibition, CEATEC has worked hard to raise overall satisfaction levels by seeking opinions and receiving requests from visitors. As we look ahead to the exhibition's role as a comprehensive forum worthy of participation from a diverse range of sectors, we will also strive to find ways of attracting numerous visitors. Please keep the following points in mind when considering booth design and operation. We would be grateful for your understanding and cooperation.

Requests to exhibitors for universal design

- ① Booth layout, furniture, and fixtures
 - Spacious layout and flow lines for visitors in wheelchairs
 - Accessible booth without steps or slopes which may hinder visitors
 - Arrangement of exhibits, panels, and signs
 - Good visibility of signs and panels
 - Multi-lingual panels for exhibits
- ② Service manner
 - Staff training on how to serve handicapped visitors
 - Audio equipment with appropriate volume and direction
- ③ Providing information in universal design
 - Diverse means of providing information

Exhibitors are asked to help make all visitors feel welcomed.

Important

D2

Booth Display Regulations

1. Display Contractor Registration

Required

Application

No.2 

Deadline

August 29

Display Contractor Registration

When hiring a display contractor or setting up your own booth, you should submit the **Display Contractor Registration Form <No.2>** to Fujiya Co., Ltd. by **Friday, August 29**.

Display contractors are required to be completely familiar with the contents of the Exhibition Manual and regulations.

- * Exhibitors who have ordered a [Package Booth Plan \(E-2 1\)](#) are not required to submit this registration, because this application is submitted by the contractors in charge.

2. Product Liability (PL) Law

The Management Office recommends that exhibitors take the following measures related to Japan's Product Liability (PL) Law.

Safety/Alarm Indications

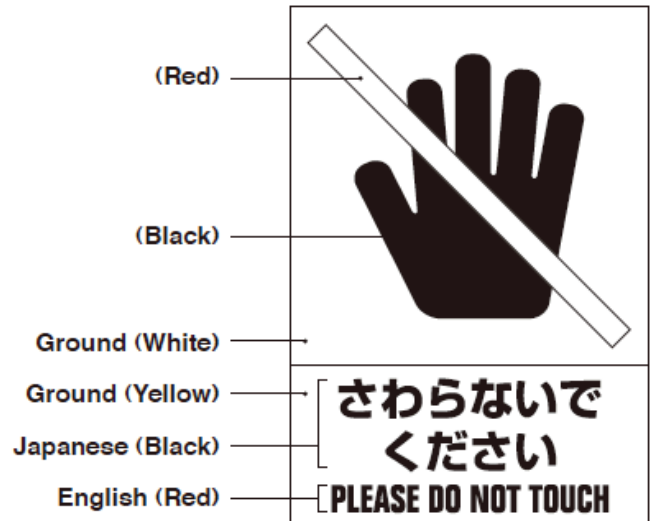
Exhibitors are strongly recommended to ensure the complete safety of their booths and provide adequate safety indications/alarm indications related to displays. Exhibitors can download the PDF file of safety/alarm indications from the Exhibitor Site.

Color # for Safety /
alarm indication

Red	DIC 157
Yellow	DIC 165
Black	K 100 %



Yellow



Actual Usage Environment

Exhibits should be displayed in the same environment as that in which the exhibited products will be actually used. When designing and producing the booth, care should be taken to avoid giving visitors false expectations and/or generating misunderstandings regarding quality. If the exhibition environment is to be different from the actual usage environment, the exhibitor should clearly indicate this fact.

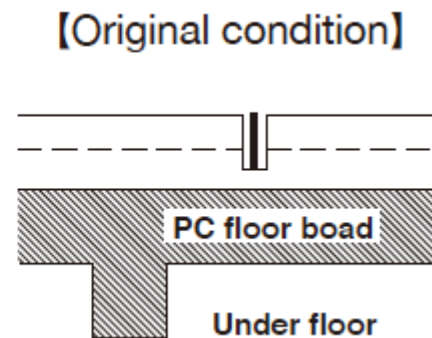
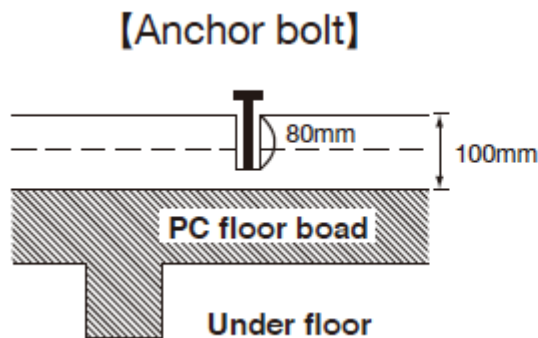
For exhibitors who require floor construction work, the **Application for Floor Construction Work <No.11>** and a copy of the construction floor plan clearly indicating the number of anchor bolts to be used and the locations where they will be installed must be submitted to Fujiya Co., Ltd. by **Friday, September 12**. Also, please comply with the following items regarding construction.

Floor Construction Work

- ① Only hole-in anchors (a.k.a. grip anchors) with a length of 80 mm or less may be used.
- ② Concrete nails and jackhammering are prohibited.
- ③ Pit caps and placement in pits are prohibited. Also, the concrete must be placed at least 200 mm away from the edge of the pit. Please note that any violations will result in a separate repair fee.
- ④ If you would like a pit drawing showing the location of the pit in your booth, please contact Fujiya Co., Ltd.
- ⑤ To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- ⑥ Exhibitors are required to contact the [Construction Counter in each hall](#) before commencing the work and inform the number of anchor bolts to be affixed.
*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation

Restoration to original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. For restoration, if the head protrudes above the floor surface, cut it off with a sander to a horizontal plane so that no protrusions remain on the floor surface. The heads may never be hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the exhibitor has not fully restored the exhibition to its original state, or has not restored the exhibition to its original state by the time of removal, and the secretariat has no choice but to take over the work, the exhibitor will be responsible for all expenses incurred in restoring the exhibition to its original state. The Management Office (Fujiya Co., Ltd.) will charge you for repairs separately.



Floor restoration expenses

Fujiya Co. Ltd., will charge a flat fee of 1,100 JPY (including consumption tax) for each poured pavement, regardless of its thickness, as a floor restoration cooperation fee after the exhibition.

4. Fireproofing Regulations / Advertising Balloons

Disaster Prevention Regulations for Exhibition Decorative Materials

The laws, ordinances, and other regulations require that decorative materials used in exhibition halls be equipped and treated with flame-retardant materials that exceed a certain standard, as described below. Please pay special attention when procuring decoration materials. The fire department will conduct strict inspections again this year, and if any of the following laws and regulations are violated or the installation is incomplete, the relevant items will be required to be removed or replaced. In particular, inspections will be conducted to see if the plywood used is flame-retardant or not, down to the backside of the stockroom. In addition, please note that carpets, banners, and curtains will also be thoroughly checked for flameproof labeling.

Laminated Plywood for Exhibition e.g. Veneer, Printed Veneer, etc.	<u>All plywood, such as veneer, printed veneer, etc., as a base material, regardless of thickness, must be fire-retardant plywood/ that has been treated properly with a fire-retardant process. Sprayed plywood is not permitted. The same applies to plywood used for decorations, reception counters, etc. Failure to use fire-retardant plywood may result in removal or modification of the structure upon inspection by the fire department, so please adhere strictly to these rules.</u>
Carpets, Drapes, Curtains, Flags, Banners, Artificial Flowers, Fabrics, Paper and Other Combustible Materials	<u>Flammable items such as carpets, drapes, flags (including banners), posters, curtains, artificial flowers, fabrics, etc. must be factory-processed with flameproof properties. Each of these items must be labeled with a flameproof label.</u>
Urethane, Acetate, Polyester, Acrylic, Nylon	made of plastic or polyethylene, urethane, acetate, polyester, acrylic, nylon, etc. cannot be used because it is difficult to provide flame-retardant performance.

Caution

1. Please be sure to install fire extinguishers for any construction work that uses fire.
2. Items to be brought in from overseas must be authenticated and inspected in Japan in advance, and proof of authentication must be attached.
3. When banners are used in the exhibition hall, please use one of the following methods.
 - ① Apply flameproof treatment and display flameproof labeling.
 - ② Fully adhere the banner to a wall or other surface.

The "disaster prevention label" according to the flameproof labeling system is as follows.

• Fireproof label plywood



• Fireproof label carpet



• Cloth Fireproof label



Advertising balloons

- ① Floating objects such as advertising balloons can be set up under the restriction of Booth Standards and Height regulations ([see D-1.1](#)).
- ② Only helium gas is permitted for use. Compressed gas cylinders are not allowed to be stored in the exhibition premises.

Fujiya Co., Ltd.
 Person in charge: Tamagawa, Morita, Inoue
 3F Hyuric Toyosu Prime Square, 5-6-36, Toyosu, Koto-ku, Tokyo 135-0061
 Tel: +81-3-3532-8057
 E-mail: ceatec@fujiya-net.co.jp

Electrical power supply application

If electrical power is required inside a booth, the exhibitor must submit to IIDA Electrical Works Co., Ltd. the **Application for Electrical Power Supply <No.3>** by **Friday, September 12**, with voltage/phase requirements clearly indicated. If a compressor is used, the exhibitor is requested to fill in the necessary requirements on the form, and to soundproof the compressor area so as to avoid inconveniencing other exhibitors. The Management Office will install the total switch based on the data. Exhibitors are required to correctly enter data, which cannot be changed later. The capacity required (watts) should be rounded up to the nearest thousand. Please state in kilowatts. (Example: 1.4 kW → 2 kW) Please ensure it is filled out correctly and submitted before the deadline.

Exhibitors who have ordered the [package displays](#) are not required to submit the Application for Electrical Work, and the [Display Contractor Registration](#) because these applications are submitted by the contractors in charge.

Electricity work (primary mains work)

The Management Office will provide electrical facility construction services according to the fees listed below and based on the contents of the Application for Electrical Power Supply. One circuit breaker will be prepared for the booths of exhibitors submitting this form.

*For safety reasons, the outlet should not be decorated or covered in any way.

Payment for the cost of primary mains work and electricity rates.

The invoices for cost of primary mains work and electricity rates are issued by IIDA Electrical Works Co., Ltd. after the period. Please confirm the details and pay to IIDA Electrical Works Co., Ltd. For overseas exhibitors and/or the small payment, the staffs by IIDA Electrical Works Co., Ltd. will visit their booths during the show. The payment is available in cash or by credit card.

Electricity rates

You are required to pay the cost of primary mains work and electricity rates depending on the electricity capacity you need. ¥13,200 per 1 kW (including consumption tax)

Electrical construction work in booth

Exhibitors must carry out electrical construction work, such as distribution boards, lights, fluorescent lights, and sockets, after the circuit breaker has been installed by the Management Office. For the safety of the booth during the exhibition period, exhibitors must take measures such as keeping an engineer at the booth at all times. Earth-leakage circuit breakers must be equipped with the distribution boards in the booth.

Electrical work in booths

- ① Power transmission to booths **2:00 p.m. on October 13** *However, transmission may be delayed depending on the progress of work in neighboring booths.
- ② Termination of power **5:30 p.m. on October 18**

Other Considerations

- ① Protective equipment (backup)
The Management Office cannot be responsible for any damage to exhibits caused by accidental power failure or voltage drops. For exhibits requiring constant voltage and/or frequency (the voltage in each booth will be 100V±5%), exhibitors are required to install necessary back-up equipment (power supply stabilizing units, etc.).
- ② Electrician licensing
Contractors carrying out electrical work in booths must carry their licenses with them at all times. Unlicensed workers or those who fail to carry their licenses will be ordered to stop work.
- ③ Observing electrical standards
Electrical work in each booth must be carried out in accordance with electrical standards (internal electrical regulations).

You can contribute your CO₂ by purchasing the green energy. If you wish to participate in this program, please apply to Japan Natural Energy Company Limited (<https://www.natural-e.co.jp/ssl/apply/spot.html>) by **Monday, September 30**. there is a system in which you can entrust power generation based on natural energy sources to someone else and can receive "Certification of Green Power" for environmental added value created by that power generation. Please utilize this program to publicize your CO₂ reduction measures / environmental protection measures at your exhibition booth.

We will specially provide the stickers that can be put on directly at your exhibition booth.



< Cert sample >



< Image of sticker >



< Image of booth >

All you need to apply is the amount of electricity!

Click here to apply.

<https://green.natural-e.co.jp/ceatec>



CEATEC® 2025

*You will contract with the green power provider, Japan Natural Energy Co.

About contracts and fees

Contract period: From the delivery date to Oct 20th.

Contract amount: 500kWh to 100kWh units Unit price: 3.5yen per kWh (excluding tax), Certificate issuance fee (optional A3 size) 5,500 yen (excluding tax)

Usage fee calculation method: Electricity usage (kW) x hours of use (h)

When the estimated electricity consumption is

10 kW and 6 booths 10kW×50h=500kWh

500kWh x 3.5 yen = 1,900 yen (excluding tax)

Usage time is based on the following.



162㎡ or less	50 hours
180㎡ or less	60 hours

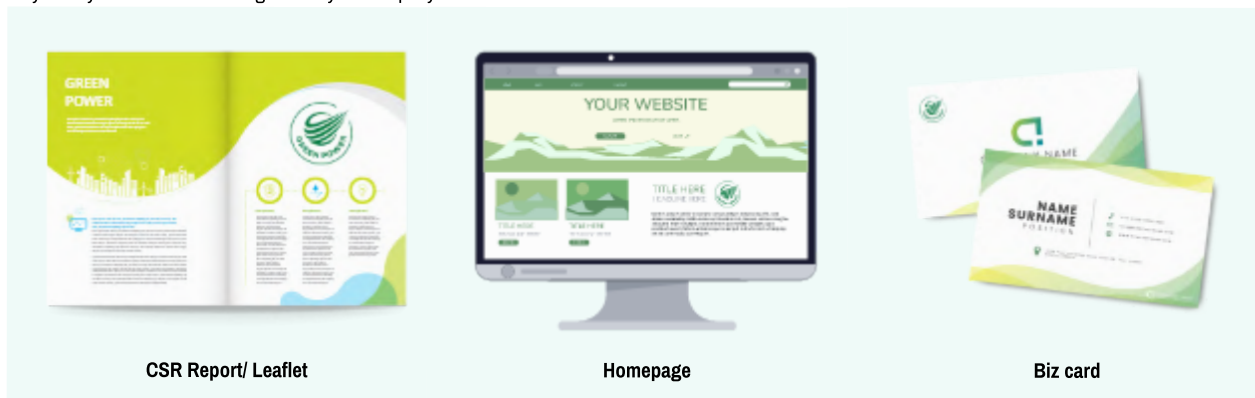
Mark data is provided free of charge to customers who apply.

This mark is issued by Japan Renewable Energy Co.



The Green Power Mark can also be used outside of this event.

Why don't you send out a message about your company's activities?



What is the Green Energy Certificate System?

To convert electricity into earth-friendly electricity

The fees paid are used to maintain and expand the power generation facilities



Japan Natural Energy Company Limited
 2F, A-PLACE Gotanda Bldg., 2-27-3, Nishi Gotanda, Shinagawa-ku, Tokyo
 Tel: +81-3-5437-3561 Fax: +81-3-5437-3562
<http://www.natural-e.co.jp>

Product Exhibit Regulations / In-Booth Demo Regulations**1. Prohibition****Prohibition on Sales**

No exhibit materials may be sold during the exhibition period for any reason. Exceptions include products exhibited in the Service and Software category, and related products. Exceptions also include merchandise sold by the Management Office and those sold in the special area with sales concessions.

Prohibition of Usage of Space beyond Booth Boundaries

- ① Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
- ② Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- ③ Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths.
- ④ Directly lighting walkways, walls, ceilings, etc., of Makuhari Messe is strictly prohibited.

Improvements will be requested to ensure that all booths conform to regulations. Failure to conform may result in the withdrawal of exhibiting privileges.

Restriction on Smoke Effects

Smoke effects (including dry ice, carbon dioxide gas, etc.) are not permitted.

Illumination/Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe.

When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line with lighting, the Management Office will request immediate countermeasures.

Prohibition of air-cooling air-conditioning

The use of air-cooling air-conditioning is prohibited to prevent excessive heat discharge, which would raise the overall temperature in the halls. Exhibitors are required to use water-cooled air-conditioning systems. However, if the nature of an exhibit or presentation requires air-cooled air conditioning, the Management Office might permit the use of wall-installed air conditioning units of less than 1 hp.

Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

① Hot air ② Gases ③ Odors ④ Vibration

2. Lighting on the Ceiling

Checking period for illuminance

Lighting in the exhibition hall will be 300-375 lux (Halls 1-6 will use 3/4 of 450-500 lux lighting with all mercury lamps. Note that illuminance may vary depending on location and environment.

Illuminance in the Hall during the exhibition (planned)

The same illuminance as during the exhibition is provided from 8:00 to 17:00 on Monday, October 13.

Please check the illuminance in your booth and adjust your equipment if necessary.

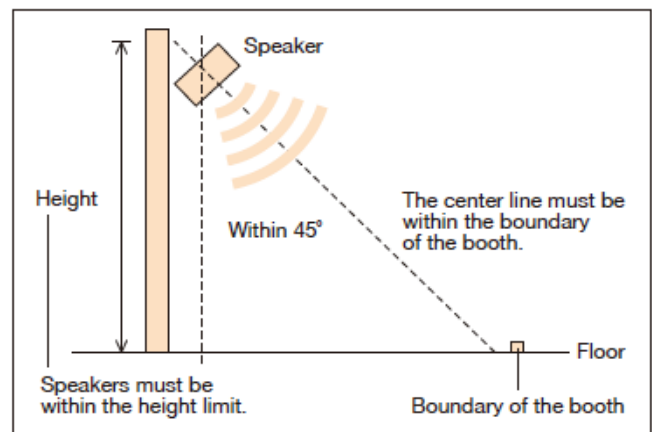
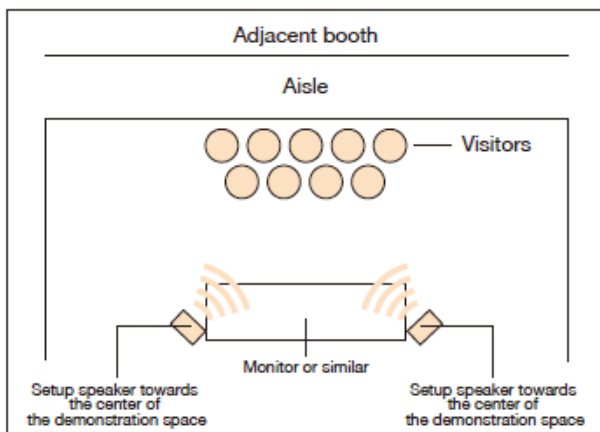
*The checking period may be extended depending on conditions.

3. Sound Emissions and Copyrights

Sound Volume Important

If you intend to install audio equipment in your booth, inform your neighboring exhibitors in advance and agree on the volume to avoid any trouble. If you plan to perform presentations using audio equipment, inform your neighboring exhibitors in advance and agree on the volume and schedule. Turn off audio equipment immediately in case an emergency is announced.

- ① Volume limit
Max. 80 dB
- ② Volume measurement
 - Volume is measured at a point 2 m from the boundary of the booth.
 - The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
 - The Management Office may measure volume levels at any time during the show. We recommend that exhibitors measure their volume levels before and during the show. Measuring devices are available at the Office.
- ③ Breach of restriction
The Management Office will issue a warning to exhibitors violating the sound level restriction or whose deep noises annoy others. Failure to conform may result in the following penalty.
Even if exhibitors are complying with the rule, if a complaint is received, the Management Office may ask the exhibitors to reduce the sound level to ensure a comfortable environment for others.
Such exhibitor will be penalized with the following if the exhibitor makes no improvements.
 - After three warnings, the exhibitor will not be allowed to use sound equipment during the next morning.
- ④ Person in charge
A person in charge of AV equipment must be stationed at the booth at all times and operate the equipment in accordance with the regulations.
- ⑤ Restrictions on speaker position
The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary of the booth.



Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties).

Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. For copyrighted video works, please contact the corporation or organization that created the video directly.

Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC)
Tokyo Event & Concert Division 5th fl. Hibiya Bldg.
1-1-1, Shimbashi, Minato-ku, Tokyo 105-0004
Tel: +81-3-5157-1162 Fax: +81-3-3503-5552

4. (Caution) Preventing wireless LAN problems

In recent years, the increasing use of wireless LANs for demonstrations and the like, it has caused channel and/or SSIDs interference with communication equipment which is brought individually by adjacent booths, visitors and exhibitors. To avoid the communication problems, the Management Office recommend seeing "[E-3 2 Internet Connection](#)" and applying with submitting the [Application for Internet Connection <No.22>](#).

5. UHF-band Product Exhibits / Demonstrations

Applicable

Application

No.12 

Deadline

September 12

Multiple exhibitors will make use of wireless transmissions during the show. Owing to the limited channels available for the UHF-band, in particular, it is possible that signal interference will occur. The Management Office wants to know in advance which booths will feature exhibits and demonstrations of UHF-band and, to avoid high interference levels that cannot be ignored, assign demonstration times and UHF channels accordingly. If you are planning to exhibit or demonstrate products that use UHF-band, please fill in the **Application for UHF-band Exhibits/Demonstrations < No.12 >** and submit it with a booth floor plan showing the location and broadcast direction of read/write (R/W) equipment by **Friday, September 12**, to Fujiya Co., Ltd.

Affected Exhibitors

Exhibitors planning to exhibit and/or demonstrate R/W equipment using the UHF band (900MHz) If there is a significant impact on other companies' booths, the demonstration may be restricted or canceled. If there are many exhibitors demonstrating, we may adjust the performance time. If you do not notify the secretariat, you will not be able to demonstrate.

The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (1) Smoking
- (2) Live flames (spark-producing items, exposed elements, etc.)
- (3) Liquefied petroleum gas (LPG) or other flammable/pressurized gases
- (4) Hazardous objects (gasoline, kerosene, other oils, etc.)
- (5) Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

Exceptions

If any of the above (except smoking) is necessary for an exhibitor to execute a product/technology demonstration, permission to bring the material onto the site may be obtained from the local fire department. The exhibitor should submit the **Application for Flammable or Hazardous Items <No.13>** to Fujiya Co., Ltd. by **Friday, September 12**, along with detailed documentation of the demonstration.

The Japan Electronics Show Association will apply on behalf of exhibitors, and exhibitors can bring permitted materials onto the site. When exhibiting vehicles, etc., please install them with the minimum amount of fuel required in the vehicle tank. In addition, it is not possible to start the engine of the vehicle in the venue.

Smoking

Smoking is permitted only in specially designated Smoking Areas.

Live Flames

The following should be strictly observed when using live flames:

- (1) Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions closely and provide adequate fire safety equipment.
- (4) Set up at least one fire extinguisher (Type 10 and above)
- (5) Appoint responsible personnel.
- (6) Live flames must be at least 5 m away from fire exits, hazardous materials and other flammable materials.

Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- (1) After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- (2) Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- (3) To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

Hazardous Materials

If you bring dangerous goods, please strictly observe the following items.

- (1) Bring only in the minimum necessary.
- (2) Do not replenish supplies during show hours.
- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials at least 6 m away and other materials at least 3 m away from fire escapes.
- (5) At least one Type 10 fire extinguisher must be readily available.

(6) Appoint personnel to monitor safety.

2. Guidelines for Giving Premiums, etc., to Visitors

Premiums and other goods for visitors should be distributed in line with Japan Fair Trade Commission rules according to the maximum price and total number of the goods to be distributed. Please refer to the following guidelines and, if you plan to distribute premiums, do so in compliance with the Act Against Unjustifiable Premiums and Misleading Representations.

Designation of Premiums

Generally, premiums are considered as small gifts, freebies, prizes, etc. However, "premiums" under the Premiums and Representation Act are goods, money, or other economic benefits offered by a business as a means of inducing customers, incidental to a transaction for goods or services that the business supplies. If such items fall under the category of premiums, the regulations under the Premiums and Representation Act will apply.

Limits on Premiums

The regulations under the Premiums and Representation Act include (1) those related to general prizes, (2) those related to joint prizes, and (3) those related to free-to-all premiums, each of which has its own limits on the amount of premiums that may be offered. In the event that an excessive amount of premiums is offered in excess of these limits, the Commissioner of the Consumer Affairs Agency may restrict matters relating to the offer of premiums or prohibit the offer of such premiums to the business operator who offered such premiums.

(1) General Prizes

Generally, premiums are considered to refer to small gifts, freebies, prizes, etc. However, the offering of prizes to users of goods and services under the Premiums and Representation Act by means of chance such as lottery or by means of superiority of a specific act such as competitions is called a "prize"; furthermore, those other than joint prizes are called "general prizes".

Examples:

- *Prizes awarded through lotteries or games in booths
- *Prizes awarded for solving puzzles or correctly answering quiz questions
- *Prizes awarded to winners of physical or sports competitions

Maximum values of general prizes are detailed in the chart.

Transaction Price of the Prize	Limits on Premiums	
	Highest value	Total value
¥5,000 or less	20 times the value of transaction	2% of the total expected sales related to the prize
¥5,000 or more	¥100,000	

Due to the price to enter CEATEC JAPAN 2018 was ¥1,000, please note that the maximum value of general prizes is ¥20,000 as of 20 times the value of the transaction considered with advertising effects though the admission fee to enter CEATEC 2025 is free.

(2) Free-to-all Premiums

Premiums that are offered to general consumers without a "prize" are generally referred to as "free-to-all" premiums (Sozuke or Betazuke Keihin in Japanese) that is, money or goods that are offered to all users of goods or services or to all visitors to a store, without exception. Money or goods offered in the order of application for the purchase of goods or services or on a first-come first-served basis is also classified as free-to-all Premiums.

The maximum value of free-to-all premiums is detailed in the table below.

Maximum value:	
Transaction price	Maximum premium price
Less than ¥1,000	¥200
¥1,000 or more	2/10 the transaction price

Due to the price to enter CEATEC JAPAN 2018 was ¥1,000, please note that the maximum value of general prizes is ¥20,000 as of 20 times the value of the transaction considered with advertising effects though the admission fee to enter CEATEC 2025 is free.

* However, samples and other goods/services for publicity purposes, coupons for products offered by exhibitors and other related items recognized as complying with accepted business practices, even if they fall under the designation of premiums, will not be subject to restrictions on free-to-all premiums and may be distributed at the show site.

Examples:

- *Product samples distributed in booths
- *Novelties such as ballpoint pens and calendars imprinted with the exhibiting company's name and/or logo for the purpose of publicity
- *Coupons for products offered by the exhibitor

(3) Open Prize

Projects that are widely publicized in newspapers or magazines, or on television or websites, which do not have any conditions on purchasing products or services, and which can be applied for via postcard, fax, website or email, and result in prizes being awarded by a lottery among the applications, are not subject to regulations on premiums. Such projects are designated as "open prizes."

The above contents related to the Act Against Unjustifiable Premiums and Misleading Representations have been set forth by the CEATEC Organizing Committee following confirmation from specialists. These contents might be changed as directed by the Japan Fair Trade Commission. For further information on the Act Against Unjustifiable Premiums and Misleading Representations, please visit the official website of the Japan Fair Trade Commission (https://www.caa.go.jp/policies/policy/representation/fair_labeling/). (Japanese)

3. Others

Exhibits/Demonstrations

The organizer 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 sponsors and/or the organizing committee 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 organizer.

Foods and Drinks

For providing foods and drinks in your booth.

- (1) Please provide the foods and drinks within your booth. The providing without booths is prohibited.
- (2) Please do appropriate quality control to the providing.
- (3) It is recommended that foods and beverages are provided without opening the packaging / container.
- (4) When offering food or drink in a method other than the above (3), please be sure to check with the following Health Center for details of necessary procedures and installation / fixtures.

Chiba-city Health Center
1-3-9, Saiwai-cho, Mihama-ku, Chiba-city, Chiba 261-8755
TEL:+81-43-238-9934 FAX:+81-43-238-9936

CEATEC Management Office is not guarantee for accidents such as food poisoning on sanitary conditions and injuries and troubles associated with tasting. Each exhibitors should take the responsibility and necessary facilities and measures.

Cancellation and Change of Show Duration under Unavoidable Circumstances

- (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.

Paging

Paging is not available during the following periods: October 13: from 1:00 p.m. to 5:00 p.m. October 14 to 17: from 10:00 a.m. to 5:00 p.m.