

[www.sensorexpojapan.com](http://www.sensorexpojapan.com)

11.24<sup>WED</sup> → 26<sup>FRI</sup>  
10:00 - 17:00  
Tokyo Big Sight East Hall

Japan's only exhibition covering all fields related to  
new sources of sensing technology

# SENSOR EXPO JAPAN センサエキスポジャパン 2010

## Concurrent



Sensor Networks + Location Systems EXPO 2010

## Concurrent Programs

- **NEXT-S** Next-generation Sensor Exhibitor Corner
- Technology Seminar / PR Seminar

## Concurrent exhibitions

- INTERMEASURE2010
- JIMA2010

“Sensor Expo Japan” Show office,  
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Guide for potential exhibitors

# Numerous researchers and developers !

## An exhibition that can directly provide business leads !!

### Exhibition Categories

# SENSOR EXPO JAPAN

## センサエキスポジャパン 2010

Japan's only exhibition covering all fields related to new sources of sensing technology We are accepting products and applications for sensors, controls, systems, devices, technologies, and information.

- Sensors ■ Micromachines ■ Actuators ■ Control, Measurement, test, inspection field-related machines/devices/systems ■ Components, materials
- Electric power, energy ■ Biotechnology ■ Nanotechnology ■ Robots ■ Imaging devices, Cameras ■ Software ■ Other engineered products and information

### WSN + RTLS Sensor Networks + Location Systems EXPO 2010

Japan's only exhibition related to Sensor Networks, Wireless Solutions, and Real Time Locating Systems

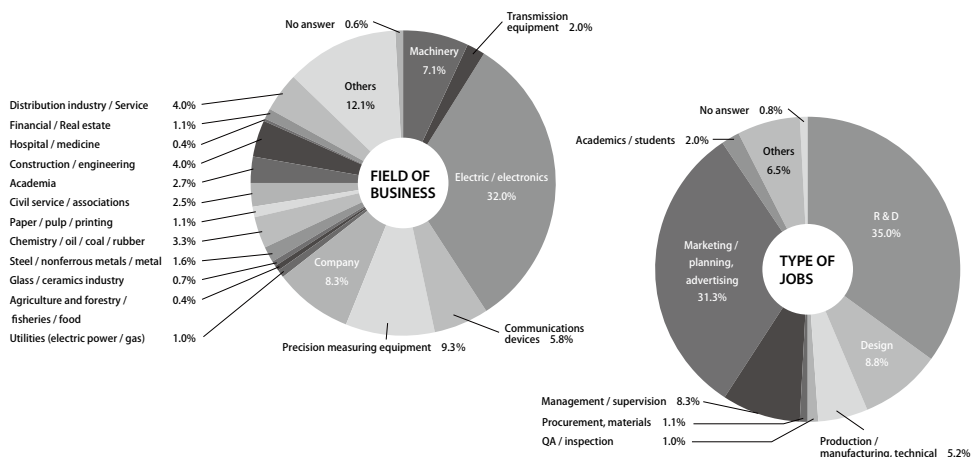
- Sensor Nodes ■ Network Devices (Control Machines/Devices/System) ■ IPv6, Zigbee, UWB, Bluetooth, Wi-Fi-related ■ Wireless, Adhoc, Multi-hop Technology
- Real Time Locating Systems ■ GPS, GIS, RFID, USID, SAW, NFER, IR, UWB-related ■ Micro Power Supply ■ Energy Harvesting & Storage
- Data Processing Recognition, Control ■ Security ■ Software

### Statistics from the Previous Show (2009)

Researchers and developers (from Japan and overseas) from a diverse range of business fields participated.

**Exhibition Size:** 88 participating companies and organizations; 100 booths

**Visitors:** 18,292



### Exhibiting conditions and terms

#### Booth specifications

#### Booth prices

#### Application deadline

#### Schedule

Booth dimensions front width (open): 3 m × depth: 3m × height: 2.7m

367,500 yen per booth (including tax)

\*Exhibitors for the Sensor Network Zone please check the box of application.

August 31 (Tue), 2010

August 31 (Tue), 2010

end of September

middle of October

November 22 (Mon) ~ 23 (Tue)

November 24 (Wed) ~ 26 (Fri)

November 26 (Fri)

Deadline for Applications

Sending Floor Plan

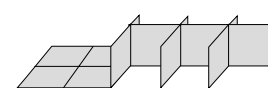
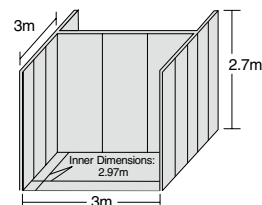
Website for visitors open

Move - In, Setting up Stands

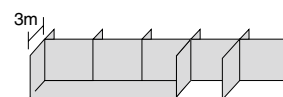
"Exhibition"

Move - Out

[Booth Standard]



Ex.: 4 booth block type



Ex.: 3 adjacent normal aisle-booths

#### Package plan

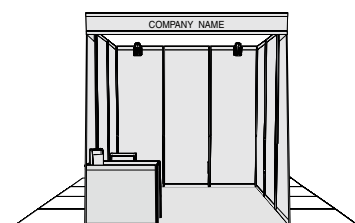
A simple and quick booth package plan is available

#### 1 booth type 98,700 yen (including tax)

Booth walls (system panels), parapet, reception counter, flooring (carpeting), lighting (fluorescent 40 W : 1 light, spotlights 100W : 2 lamps), 1 foldable chair, business card drop-box 1, signboard (for exhibitor / company name), electric power use up to 1 kW included (higher power consumption charged separately) usage fees.

#### 2 booth type 172,200 yen (including tax)

Booth walls (system panels), parapet, reception counter, flooring (carpeting), lighting (fluorescent 40 W : 2 lights, spotlights 100W : 4 lamps), 1 foldable chair, business card drop-box 1, signboard (for exhibitor / company name), electric power use up to 1 kW included (higher power consumption charged separately) usage fees.





# Agreement Other Precautions Concerning Participation

## Booth Application

Companies desiring a booth at Sensor Expo Japan 2010 should fill out the necessary items in the reversed Booth Application Form and mail it to the Show Office. Booths may be rejected if they are judged to not meet the purpose of the exhibition.

## Booth charge payment method

An invoice will be sent from the office based on the Booth Application. Please wire the funds to the designated before August 31, 2010. Further, the booth entry may be terminated if the payment is not received prior to the deadline. Payment by note is not accepted.

## Cancellation after booth application

As a principle, no cancellation is accepted after August 31, 2010.

## Costs included in the booth charge

Basic booth  
Site use fee during standard hours  
Construction and maintenance costs for common facilities  
Visitor promotion costs  
Costs for running copy in the guidebook  
Production costs for user invitations  
Costs of visitor services (production of site guides, etc.)  
Site office operation, safety management and security costs

## Costs not included in the booth charge

Transportation costs, operation costs, costs for decorating exhibitor's own booth. Gas, water and other facilities (primary line construction costs, secondary construction costs and use costs)  
Costs for laying communication lines and communication charges  
Exhibitor publications and liability and other insurance Damage and loss compensation for site facility, accessories and other exhibit objects  
Costs for disposing of remaining materials left over from decoration and garbage  
Other costs not ordinarily deemed as being included in the booth charge

## Layout of booth

The sponsor's office will determine the booth layout after considering the order of application, number of booth and exhibit items. These will be announced at the explanatory session for exhibitors.

## Prohibition of leasing, selling, conveying and exchanging booth areas

The exhibitors and booth applicants must obtain the approval of the sponsor in advance when lending, selling, conveying or exchanging a part or all of the exhibit area.

## Constant presence in booth

The exhibitor or its agent must wear an exhibitor badge designated by the sponsor during the exhibit period and must always be present in the booth. These individuals shall serve visitors and manage the booth items.

## Compensation

When an exhibitor or its agent damages another booth, exhibition facilities, site facilities or injures an individual or such, said exhibitor will be responsible for compensation.

## Insurance

It is recommended that the exhibitor enter a liability insurance policy for necessary items from the period exhibit items are transported to the venue until they are removed.

## Delay or suspension of the exhibition

When it is decided that holding the trade fair would be difficult due

to natural or human induced disasters or unavoidable forces, the sponsor shall delay or suspend the trade fair. When suspended, the booth charge will be returned to the exhibitor minus necessary costs. Other costs, damages and such that were incurred shall not be borne under the responsibility of the sponsor

## Delivery and removal of exhibit items

The delivery period for exhibit items and such to the venue, the installation construction period at the site and other details will be explained at the explanatory session for exhibitors. During the period of the trade fair, exhibitors may not deliver, remove or move exhibit items without the permission of the sponsor.

The maintenance and cleaning of exhibited items and items in the booth shall be carried out under the responsibility of the exhibitor. The sponsor at the expense and danger burden of the exhibitor shall remove exhibited items and articles not removed by the designated removal date.

## Use of microphones and restrictions on volume

The use of microphones inside booth to explain products, volume of AV equipment and the volume emitted by the products themselves shall be kept within common sense levels as much as possible considering the relation with neighboring booths.  
Live music is prohibited.

## Operation and exemption of responsibility of the exhibition

The sponsor shall establish and revise various regulations to ensure the smooth running of the exhibition. In addition, items not included in the exhibit procedures may be newly decided and the contents added to or changed.

When the exhibitor violates the exhibit procedures, exhibit rules or other contents of the exhibitor manual, placing of a booth may be rejected. In this case, the previously paid booth charge will not be refunded. The sponsor shall control the site by contracting with a security firm for the entire period from delivery and other preparations to removal, but shall bear absolutely no responsibility for damage, loss, theft or such of exhibit items.

## Approval of exhibit procedures and rules

All exhibitors and their agents shall be deemed as having approved the exhibit procedures and other rules established by the sponsor when they submit a booth Application.

## Schedule up to exhibition

1. Submission of Booth Application  
Entities desiring to have a booth should read through this procedure and then submit a Booth Application Form.
2. An invoice for the booth will be sent once a Booth Application is received.
3. Holding of explanatory session for exhibitors.  
At this session, the exhibitors will receive Exhibitor Manuals and forms of guidebooks concerning preparations and operation of the trade fair, electricity and various other application forms. An explanation will also be provided concerning delivery, decoration work, operation and removal of items.
4. Delivery, exhibition schedule and removal

Basic sponsor construction, exhibitor decoration and equipment delivery	November 22 (Mon) and 23 (Tue), 2010
Exhibition schedule	November 24 (Wed)~26 (Fri), 2010
Removal	November 26 (Fri), 2010 17:00~

## Cancellation of the exhibition

If natural catastrophes or other circumstances beyond the control of the organizers should necessitate the exhibition to be suspended, rescheduled or cancelled, the organizers shall not be held liable for any damages, expenses, or whatever incurred by the exhibitors.