

*Please retain a photocopy of the completed form for your records.

We hereby apply to book exhibition space and other services as follows for the above exhibition.

Date: _____

◆ Information for the Invitation card and other promotional documents

Company Name: _____

URL (to be shown in the official website):

http:// _____

Description of the products / services to be exhibited (within around 10 words):

◆ Contact information

Company Name: _____

Address: _____

Country: _____

Mr. Ms.

Person in Charge: _____ Title / Dept: _____

Phone: _____ Fax: _____ E-mail: _____

Type	Rate (excluding tax)	Quantity	Total
Exhibition Application (Please check the exhibition area)			
<input type="checkbox"/> Sensor & Technology Area		<input type="checkbox"/> AI / IoT solution Area	
<input type="checkbox"/> Type A (3m×3m) For 4 booths and more: <input type="checkbox"/> Row type <input type="checkbox"/> Block type (4 booths only) <input type="checkbox"/> Island booth (6 booths or more, even numbered)	¥370,000		
OR			
<input type="checkbox"/> Type B (2m×2m) *Maximum 2 booths	¥210,000		
Additional Services			
Exhibitor Presentation (45 min session)	¥50,000		
Presentation Title (within 10 words): <input style="width: 100%; height: 25px;" type="text"/>			
Web Banner	¥50,000		

*Please be advised that a consumption tax will apply to the specified prices.

We acknowledge all points of the overleaf conditions of application. Date : _____ Signature : _____

"Sensor Expo Japan" Show office, The Nihon Kogyo Shimbun Co., Ltd.
(Fuji Sankei Business i.)

1-7-2 Otemachi, Chiyoda-ku, Tokyo 100-8125, Japan
TEL. +81-3-3273-6180 FAX. +81-3-3241-4999 URL. <http://www.sankeibiz.jp/> E-mail sensor@sankei.co.jp

**Application deadline
October 23 (Fri.), 2020**

Agreement Other Precautions Concerning Participation

Booth Application

Companies desiring a booth at Sensor Expo Japan 2021 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 payment deadline. Furthermore, the booth entry may be terminated if the payment is not received prior to the deadline. Payment by note is not accepted.

Cancellation of application for participation

Once you have made an application to participate in the exhibition, you are not allowed to cancel or change, in whole or in part, the number of booths or the area concerning which you have made an application, as a general rule. However, if the organizer judges that it is unavoidably necessary, cancellation will be allowed subject to the payment of the following cancellation fee.

100 % of the exhibition fee shall be charged as a cancellation charge after October 30, 2020.

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

Location of booth

The sponsor's office will determine the booth location after considering the order of application, number of booth and exhibit items. These will be announced in December.

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.

Exhibition Postponement and Cancellation

(1) The Organizer may decide to postpone or cancel the Exhibition (including cancellation or temporary suspension during the exhibition period, and the same applies hereinafter in this Article) if the Organizer judges that it is difficult to hold the Exhibition due to natural disasters, epidemics (including the widespread prevalence of an infectious disease and regional prevalence in the area surrounding the Exhibition venue), major disruptions to the social infrastructure (including power, communications, and public transportation), acts of terrorism, exercising of public power, or other force majeure events.

(2) The Organizer shall not be liable to compensate in any way for damage incurred by exhibiting companies as a result of the Exhibition being postponed or cancelled pursuant to the preceding paragraph; provided, however, that if the Exhibition is cancelled in advance, various expenses, etc. required up until the date of the decision to cancel (including expenses required to pay before the date of the decision to cancel) shall be deducted from the exhibition fee and any balance shall be refunded to exhibiting companies. The refunding of exhibition fees to exhibiting companies by the Organizer only applies to cases specifically provided for in this Article.

(3) Exhibition fees paid by exhibiting companies shall be appropriated to the exhibition fee for the postponed exhibition if the Organizer postpones the Exhibition pursuant to paragraph (1); provided, however, that an exhibiting company may terminate their Exhibit Contract if the exhibiting company notifies the Organizer and the Organizer agrees that a major postponement of the Exhibition will have a material impact on the significance of exhibiting at the Exhibition in terms of their marketing activities. In such case, the Organizer shall refund exhibition fees in accordance with paragraph (2) of this Article.

(4) The Organizer shall not be liable for any obligations to exhibiting companies other than refunding fees set forth in paragraphs (2) and (3) of this Article, even if the Exhibition is cancelled or postponed.

(5) The Organizer shall refund exhibition fees in full to exhibiting companies if the Exhibition is cancelled due to grounds attributable to the Organizer. In such case, the exhibiting companies shall not make any claims to the Organizer for compensation for damage incurred as a result of the cancellation of the Exhibition.

(6) Exhibiting companies may terminate the Exhibit Contract if the Exhibition is postponed due to grounds attributable to the Organizer. In such case, exhibition fees shall be refunded in full but no claims for compensation for damage shall be made to the Organizer even if exhibiting companies incur damage as a result of the postponement of the Exhibition.

(7) In addition to what is set forth in paragraph (1) of this Article, the Organizer may decide to postpone or cancel the Exhibition at its discretion if a situation arises that may damage the life, health, or property of the exhibitors, visitors, or the Organizer, etc. (including persons involved in the operation of the Exhibition). In such case, the Organizer may apply the provisions of this Article.

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 announced in December (Exhibitor Manual). 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.