

CEATEC[®]

TOWARD SOCIETY 5.0

CEATEC 2024 Exhibition Regulations

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1. Exhibit Fees and Plans

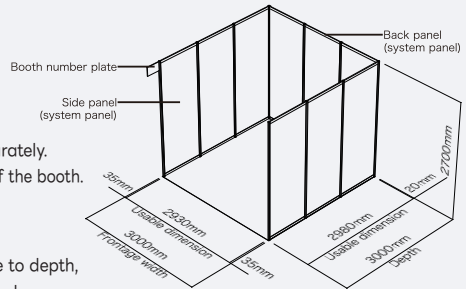
1-1. General Exhibits

◆Standard Booth Participation Space: 1 to 100 booths	JEITA/CIAJ/SAJ member : JPY 396,000/1 booth (including consumption tax) Others JPY 440,000/1 booth (including consumption tax)
◆Small Package Booth (supplied with equipment package)	1booth JPY 220,000 (including consumption tax) 2booth JPY 440,000 (including consumption tax)

(1) Standard booth

1 booth to 18 booths (1-row to 4-row booth standards)

- Booth dimensions: Frontage width 3 m x Depth 3 m
- 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.
- 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.
- Note that exhibitors choosing 1 to 18 booths may be in contact with other exhibitors in one to three sides of the booth.



In the case of a middle booth (different for a corner booth)

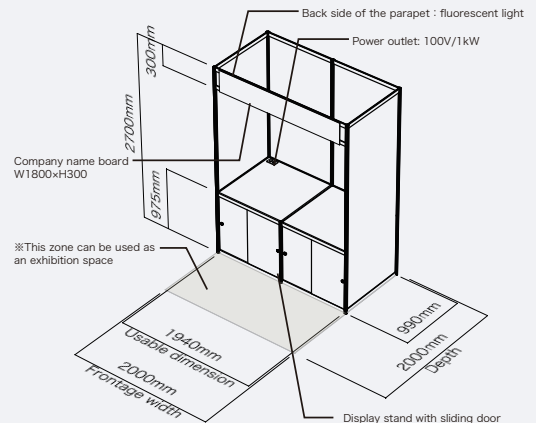
20 booths or more (block booths)

- The standard area of a block booth is 9 square meters/1 booth.
- 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.
- 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.

Please refer to "3. Exhibit Area, Number of Booths, and Height Restrictions" for height restrictions when constructing booths.

(2) Small Package Booth

- Standard for 1 booth: Frontage width 2 m x Depth 2 m x Height 2.7 m
- Supplied Facilities
 - Display stand (Depth: 990 mm x Height 975 mm, with storage at the bottom)
 - Foundation panel
 - Cutting sheet lettering for company name
 - Parapet for posting company name (300mm width)
 - Electric consumption fee (Exhibitor can use up to 1kW of power at free of charge)
 - Electricity socket (single-phase 100V, up to 1kW output capacity)
 - LED Seamless Light
- An exhibitors may apply for up to two booths.



※This zone can be used as an exhibition space

1-2. Special Exhibits

1-2-1. Partners Park

◆Diamond Partner Exhibitor Fee Participation space:900m ² (100booths)	JPY 33,000,000 (including consumption tax)
◆Platinum Partner Exhibitor Fee Participation space: More than 144m ² (16booths)	144m ² : JPY 5,500,000 (including consumption tax) Additional charge for more than 144m ² : JPY 44,000/m²
◆Gold Partner Exhibitor Fee Participation space:81m ² (9booth)	JPY 3,300,000 (including consumption tax)
◆Bronze Partner Exhibitor Fee Participation space:36m ² (4booth)	JPY 1,650,000 (including consumption tax)

(1) Diamond Partner / Platinum Partner

Booth Dimensions: Booth dimensions will be adjusted based on the total area of space applied for.

(2) Gold Partner

- Booth Dimensions: 9m (frontage width) x 9m (depth).
- Booth space will be provided at the venue. Note: The construction company assigned by Management Office will mark the floor of the venue.
 - Exhibitors are requested to install carpets and floor coverings for the designated space so that visitors can see the boundary between the aisle and the booth.

(3) Bronze Partner

- Booth Dimensions: 6m (frontage width) x 6m (depth).
- Booth space will be provided at the venue. Note: The construction company assigned by Management Office will mark the floor of the venue.
 - Exhibitors are requested to install carpets and floor coverings for the designated space so that visitors can see the boundary between the aisle and the booth.

Note: Please refer to "3. Exhibition Area, Number of Booths to apply, Height Limitations" when constructing a booth.

1-2-2. Next Generation Park

Next Generation Park
(supplied with equipment package)

1 booth JPY **143,000** (including consumption tax)
 2 booth JPY **286,000** (including consumption tax)
 Group exhibits (4 or more booths) JPY **143,000/booth** (including consumption tax)

(1) Eligibility

Companies that have been in business for 9 years or less (established after October 2015) / Universities and educational institutions that aim to implement their research results in society / R&D and new business divisions in companies and organizations

(2) Equipment Package Specifications

① Specifications for one booth:

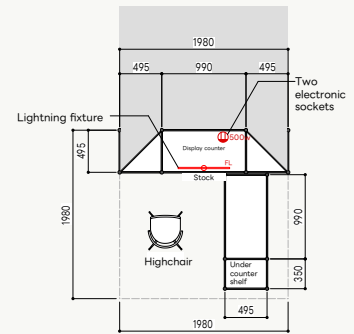
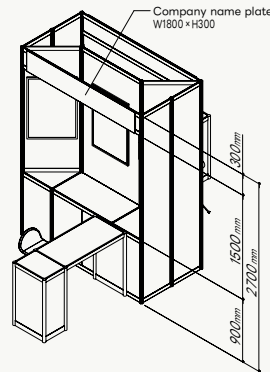
Frontage width 2m x Depth 2m x Height 2.7m

② Supplied facilities

- Foundation panel
- Highchair
- Display counter (900 mm high with storage space)
- Primary power source construction cost and electric consumption fee (use up to 500W of power at free of charge)
- Two electric sockets (Single-phase 100V, up to 500W output capacity)
- Lighting fixture
- Company name plate
- Lighting (behind company name plate, one LED lamp)

*Guidelines for power consumption are as follows.

Separate application is required if power consumption exceeds 500W.
(Reference figures) PC: 50W / Monitor: 300W



2. Expenses Included in the Exhibition Fee

2-1. Expenses Included in the Booth Fee

Exhibitor badges	15 badges per booth	
Worker badges	5 badges per booth	
Show Information Leaflets (Application required)	1 to 3 booths	Up to 1,000 leaflets
	4 to 8 booths	Up to 2,500 leaflets
	9 to 12 booths	Up to 4,000 leaflets
	15 to 20 booths	Up to 6,000 leaflets
	Each additional 5 booths	Increase by 1,200
Opening Reception Invitations	1 to 3 booths	3 invitations
	4 to 8 booths	5 invitations
	9 to 12 booths	10 invitations
	15 to 20 booths	15 invitations
	Each additional 5 booths	Increase by 2 invitations

*Details will be announced in the Exhibitor Manual, which will be distributed at a later date.

2-2. Matters Regarding Expenses Other than Exhibit Fee

Notes: The following expenses and booth facilities other than foundation panels are not included in the exhibit fee.

Primary power source construction cost + Electric consumption fee Notes: Secondary construction cost such as installation of electrical outlets in the booth is not included. This cost/fee is included in the exhibition fee for Small Package Booth and next generation park.	JPY 13,200/kW (including consumption tax)
When working in the exhibition halls other than the regular working hours, such as during installation. Overtime working hours fee (Free of charge during the regular working hours)	JPY 11,000/hour (including consumption tax)
Extra exhibitor badges (for those exceeding 15 badges per booth)	@JPY 1,650/badge (including consumption tax)
Extra worker badges (for those exceeding 5 badges per booth)	@JPY 550/badge (including consumption tax)
Extra Show Information Leaflets (in excess of the number of aforementioned free leaflets included in the booth fee)	@JPY 330/leaflet (including consumption tax)
Utility Space When using the space internally, for storage and break room, etc. ① Specifications: 3m (Front W) x 3m (D) x 2.7m (H) ② Supplied fixtures: System panel walls, a door with lock, 2 LED seamless lights, 1 electrical outlet with up to 800W output. ③ Locations: Utility booths will be located in the exhibition hall near the booth, as determined by the Organizing Committee. However, because exhibition space is limited, some utility booths may have to be located outside of the exhibition halls.	JPY 264,000 (including consumption tax)

Others

Separate applications are required and charges will be levied for rental items such as lighting and carpets, as well as for gas and water usage. Also, additional fees may arise due to the regulations relating to booth design, or exhibitors requests. Details will be announced in the Exhibition Manual, which will be distributed at a later date.

3. Exhibit Areas, Number of Booths to Apply, Height Limitations

CEATEC 2024 exhibit areas are follows as of now:

- General Exhibits ●Partnars Park ●Next Generation Park

※An exhibitor can exhibit in different areas. If exhibiting in multiple areas, please submit a copy of the Exhibition Application/Contract Form for each area.

※Exhibit areas may by integrated. The final composition and names of each area will be announced at a later date following the decision of the Organizing Committee.

3-1. General Exhibits

Booth category	Booth type	Number of booths applied	Height limitations
Standard booth	1-row	1,2,3,4,5,6	Height limitation is set to the height of the foundation panel, which is 2.7 meters; however, excess height in the following ranges is allowed. The height of the aisles and the area set back 1 meter from the foundation panel can be up to 3.6 meters.
	2-row	4,6,8,10	
	3-row	9,12,15,18	The height of the aisles and the area set back 1 meter from the foundation panel can be up to 6 meters. 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.
	4-row	16	
	Block format	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100	The height limit is 6 meters. Suspended structures less than 6 meters high is permitted for block booths. The location of the suspension structure must be checked and adjusted with the venue structure.
Small Package booth	1-row	1,2	2.7m

(1) For booth types with 1- to 4-row, one to three sides may be in contact with other exhibitors.

(2) Joint exhibitors and/or exhibitors from industry groups may apply for more than the maximum of 100 booths.

(3) After the deadline for applications, the Organizing Committee will determine the layout of the show venue. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. In such case, the exhibitors will be notified in advance, however the kind understanding by exhibitors on this matter is greatly appreciated.

Note: The height limit of exhibits 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 Form for Over-height Exhibits and booth plan drawings (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 meter 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.

Booth type	Height limitations
<p>■ 1-row</p> <p>■ 2-row</p> <p>■ 3-row</p> <p>■ 4-row</p> <p>■ Block booths</p> <p>Area of a single booth equals to 9m²; the Management Office will specify a space equaling to 2:1 or 1:1 (frontage width : depth) from the total area (9m² multiplied by the number of booth spaces reserved). The dimensions will be specified in the drawings at the booth location selection meeting. Please note that the Management Office does not accept any requests for changing the booth dimensions.</p> <p>● Example: When an exhibitor applies for 25 booths Total area comes to 225m² (9m² x 25 booths). Dimensions are calculated and marked out between a rectangle with a wider frontage width, and a square. Frontage width of 2 : Depth of 1</p>	<p>□ Less than 2.7m</p> <p>■ Less than 3.6m</p> <p>■ Less than 6.0m</p> <p>■ 1-row</p> <p>■ 2-row</p> <p>■ 3-row · 4-row</p> <p>■ 20 or more booth spaces</p>

3-2. Special Exhibits

3-2-1. Partners Park

Exhibit Plan	Number of booths applied	Height limitations
Diamond Partner	When the participation space is 900m ²	Height limitation is set to the height of the foundation panel, which is 2.7 meters; however, excess height in the following ranges is allowed. The height limit is 6m. Suspended structures less than 6.0 m high is permitted for block booths. When installing a suspended structure, it is necessary to check and adjust the structure of the Makuhari Messe venue.
Platinum Partner	When the participation space is equal to or larger than 180m ² (20 booths)	The height limit is 6m. Suspended structures less than 6.0m high is permitted for block booths. When installing a suspended structure, it is necessary to check and adjust the structure of the Makuhari Messe venue.
	When the participation space is less than 180m ² (20 booths)	The height of the aisles and the area set back 1m from the foundation panel can be up to 6m. 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.
Gold Partner	The participation space 81m ² (9 booths)	The allowable height of booth walls set back 1.0m from the aisles and/or foundation panels will be 6m.
Bronze Partner	The participation space 36m ² (4 booths)	The allowable height of booth walls set back 1.0m from the aisles and/or foundation panels will be 3.6m.

3-2-2. Next Generation Park

Exhibit Plan	Number of booths applied	Height limitations
Next Generation Park booth	1,2, more than 4 (Group Exhibits)	2.7m

3-2-3. Global Park

Exhibit Area	Number of booths applied	Height limitations
Global Park	1 to 9 booth (- 81m ²)	The allowable height of booth walls set back 1.0m from the aisles and/or foundation panels will be 3.6m.
	Over 10 booth (90m ² +)	The allowable height of booth walls set back 1.0m from the aisles and/or foundation panels will be 6m.

4. Exhibitor Eligibility, Selection of Booth Position, Exhibit Application/Contract Agreement

4-1. Exhibitor Eligibility

Companies/organizations involved with products or related businesses included in the following list are eligible to exhibit at CEATEC (hereinafter may be referred to as the Exhibition):

- | | |
|---|---|
| ① IT & electronics equipment related | ⑯ Apparel related |
| ② Electronic components, devices, materials, raw-materials, and apparatus related | ⑰ Sporting related |
| ③ Broadcasting and information/ communications related | ⑱ Tourism related |
| ④ Software and content related | ⑲ Service related |
| ⑤ Automotive, mobility related | ⑳ Media including newspaper, magazines, etc. |
| ⑥ Public infrastructure related | ㉑ Educational and research institutions and organizations |
| ⑦ Healthcare related | ㉒ Government organization, administrative corporations, public interest corporations, nonprofit public and industry organizations, public service-related companies |
| ⑧ Energy related | ㉓ Members of the sponsor and co-sponsors |
| ⑨ Financial related | • Japan Electronics and Information Technology Industries Association (JEITA) |
| ⑩ Agricultural and forestry related | • Communications and Information Network Association of Japan (CIAJ) |
| ⑪ Machinery manufacturing related | • Software Association of Japan (SAJ) |
| ⑫ Housing construction (developer business) related | ㉔ Other companies approved by the Organizing Committee (Refer to section 5-22. Organizing Committee) |
| ⑬ Trading company and wholesalers handling the businesses listed from 1. to 12. | |
| ⑭ Logistics and transportation related | |
| ⑮ Distribution and retailing related | |

- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The CEATEC Organizing Committee (Refer to section 5-22. Organizing Committee) reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (Refer to section 4-3. Exhibit Application and Contract Agreement.)

4-2. Selection of Booth position *Eligibility: General Exhibits exhibitors

- (1) Selecting the booth position

Exhibitors will be asked to select their booth location at the Booth Position Selection Meeting to be held in July, from the designated locations on the floor plan, which is decided by the Organizing Committee. The floor plan for booth position selection will be sent to exhibitors from CEATEC Management Office before the meeting. The order of selection will be made by the order in which the application forms are received.

If applications are received at the same time for exhibits of the same size and shape in the General Exhibits area, the order of booth location selection will be determined by lot drawing. (e.g., if two companies, Company A and Company B, apply for 10 booths in the General Exhibits area at the same timing) If applications are received after Wednesday, May 1, booth locations will be determined for exhibitors who apply by Tuesday, April 30, the deadline for priority exhibitor applications,

Exhibitors who apply on or after May 1 will be asked to select a booth from among the spare booths in the order in which the application forms are received, after the booth locations of exhibitors who applied by the priority application deadline of April 30 have been determined.

※Precautions for selecting booth positions

- The area configuration of the venue will be decided based on the status of exhibit applications. The area configuration will be decided by the Organizing Committee.
- The location of block booths may be decided first on a first-come-first-served basis before conducting the Booth Position Selection Meeting, to secure visitor flow line and emergency evacuation flow line, to ensure safety in transporting goods in and out of the venue, and to facilitate the booth configuration at the venue.
- There are chances that the booth allocation diagram may be altered even after booth positions have been decided. In this case, booths may be repositioned.
- The order of selection will be managed in a fair manner after confirming the date and time of submission of the exhibition application form; however, if we receive two submissions at the exact same time, CEATEC Management Office will decide between the two exhibitors by considering exhibitor's past results (the number of times participated and exhibit scale).

- (2) Spare booths

If booth spaces remain vacant on Tuesday, April 30, these spaces will be allocated as spare booths.

- (3) Fixed booths

The Organizing Committee has determined the following booth spaces to be fixed:

1. Booths for Japan-related associations
2. Booths for overseas cooperative organizations
3. Booths for sponsor/co-sponsors

- (4) Utility booths will be setup in vacant spaces after the completion of booth space selection. However, exhibitors shall be aware that further changes in booth allocation may occur. In such case, the kind understanding by exhibitors is greatly appreciated.

- (5) Changes to requested exhibition areas will not be accepted after the deadline for Acceptance of Applications, which is Friday, May 31, 2024.

CEATEC 2024 Exhibition Regulations

4-3. Exhibit Application/Contract Agreement

To apply for exhibition space, access the CEATEC official website, fill in the information required on the Exhibition Application Form, and submit the form. After submission, the CEATEC Management Office, which is the Japan Electronics Show Association (hereinafter may be referred to as the Association), will confirm the receipt of the application form and replies to the applicant by e-mail. When the applicant receives the confirmation e-mail, the application and contract will be completed. The receipt date stated in this confirmation e-mail is regarded as a contract date, and exhibitors are liable for the participation fee.

(1) Exhibit application form

Apply online from the CEATEC Official Website
<https://www.ceatec.com>

(2) Start of acceptance of applications

Thursday, February 15, 2024; 10:00 a.m. (JST)

Note: Applications received before the above time/date will not be accepted.

(3) Priority Application deadline

Tuesday, April 30, 2024

- * Apply on or before the Priority Application Deadline to participate in the Exhibitor Briefing Session/Booth Position Selection Meeting scheduled for July, and the applicant will be eligible to select the booth location in the order of receiving application. (refer to section 3-2. Selection of Booth Position)
- * Please understand that the deadline may be earlier than above dates if the number of applications reaches its maximum.

(4) Application deadline

Friday, May 31, 2024

*Applications will be accepted, even after deadline, as long as there are remaining booth spaces. Acceptance will be closed as soon as all booths are taken.

(5) Joint exhibitors with two or more companies or organizations

Joint exhibitors should elect one "representative exhibitor" to handle payment of the booth spaces for all participating exhibitors. Corporate profiles of co-exhibitors are required to be submitted using the designated form (to be provided from the Association in July) after application.

(6) Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided, and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

(7) After the application deadline, the Organizing Committee will deliberate on the configuration of the venue, etc. If the capacity of the venue is insufficient, fair criteria may be established and adjustments may be made to reduce the number of booths allocated to each exhibitor from the number applied for. In such event, we ask for the understanding of all exhibitors.

4-4. Payment of Booth Fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. Japan Electronics Show Association will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees and any other fees incurred during the transfer must be paid by the exhibitor. Although the exhibition plans are broken down into as "1. Exhibit Fees & Plans", these categories are integrated and described as Exhibition Fee on the invoice.

Payment deadline

Friday, June 28, 2024

4-5. Cancellation or Reduction of the Number of Booths

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax will be added to the cancellation fee.

After Monday, June 3, 2024

100% of the booth fee

Notification of cancellations or any other changes will be accepted by postal mail or email in a document form designated by the Management Office. The cancellation will be effective upon receipt of a confirmation by the Association.

4-6. Payment Other Than the Booth Fee

Payments other than the booth fee are to be paid via electronic bank transfer according to the schedule below (Designated bank account for remittance will be announced at the time of billing). Checks and promissory notes are not acceptable as payment. Bank transfer fees must be paid by the exhibitor. Billing source will be announced in the Exhibitor Manual, which will be distributed at a later date.

**Deadline for the payment
other than booth fee**

Friday, December 27, 2024

5. Important Exhibit Details and Prohibitions

5-1. Exhibiting of products from outside of Japan (including fixtures)

The Association will apply for a bonded exhibition area in respect of the entire exhibition hall. If such application is granted, it will allow exhibitors to display foreign products (i.e., goods produced or manufactured outside Japan which have not yet undergone customs clearance) without customs clearance.

5-2. Prohibited activities

The following activities are prohibited.

- (1) Subletting, transferring, selling, exchanging, etc. of the exhibit space
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors (with the exception of those exhibiting in the Partners Park) is prohibited.
- (2) Exhibiting for the purpose of directing visitors to other venues
Exhibitors are not allowed to hold exhibitions or seminars of major products at places other than this exhibition venue for the purpose of directing visitors of this exhibition to other venues, except for special events conducted by the organizer.
- (3) Engaging in sales activities
Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval from the Association when applying for the exhibition.
- (4) Inappropriate behavior
Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Extremely persistent product explanations and/or approaches are also considered to be nuisance and may be prohibited.
- (5) Exhibiting for the purpose of obtaining personal information
It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection law. Details on the collection and handling of personal information will be available in the Exhibitor Manual.

5-3. Responsibilities of Exhibitors

- (1) Prompt fee payment
Exhibitors must pay all exhibition fees and expenses invoiced by the Association and bear responsibility until all payments are complete.
- (2) Obeying the law
Exhibitors must abide strictly by the laws and regulations of Japan.
- (3) Liability for damage, management of exhibited items, and insurance
 - ① The sponsor (JEITA, hereinafter the same), the Organizing Committee and the Association will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, CEATEC sponsor, the Organizing Committee, and/or the Association cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control, and recommends that exhibitors take steps and measures such as theft prevention of their own.
 - ② Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third parties as well as damage to items at the exhibition site. CEATEC sponsor, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances. Exhibitors are responsible to provide for adequate insurance coverage during the exhibition.
 - ③ Exhibitors are required to notify the Association in advance of a booth manager, whose responsibility is to attend and supervise all work and operations conducted at their booth for the entire duration of the exhibition.
 - ④ Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
 - ⑤ The Association 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 Sponsor and/or the Organizing Committee and/or Association 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 Association.
- (4) Complying with the exhibition schedule
Prior, during and after the exhibition, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

5-4. Termination or Shortening of Exhibition Duration Due to Force Majeure

- (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 participation 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.

5-5. News Gathering and Filming

Staff members appointed by the Association and/or the Organizing Committee will be authorized to gather news and/or conduct interviews as well as engage in filming and/or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any exhibited items, or any image, photograph, information, etc., obtained during the exhibition will be used by the Organizing Committee or an organization authorized by the Association for the purpose of publicizing and/or promoting CEATEC.

5-6. Dealing with Disputes between Exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsor, Organizing Committee, and the Association shall bear no responsibility whatsoever in such instances.

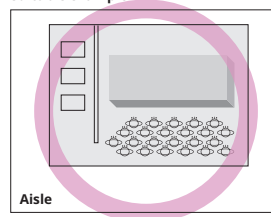
5-7. Booth Designing

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth.

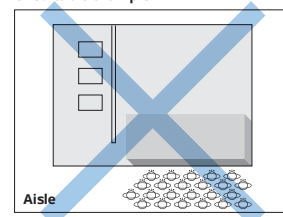
If for some reason the following rules are not complied, the exhibitor will be demanded for improvement from the Organizing Committee and/or the Association; any further noncompliance may result in termination of the exhibitor's booth.

- (1) 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 and visitor waiting lines cannot be placed in aisles around the booth or behind the booth.
 - ④ Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.
- (2) Installing stage and video equipment
When setting up video equipment or a stage for a production presentation or similar demonstration in a booth, please ensure that there is plenty of room for visitors, so that they do not block the aisles. Furthermore, depending on the height of the stage and the video equipment to be installed, please take sufficient care of the visitors viewing angle and make sure there is an appropriate viewing distance. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

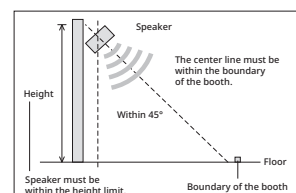
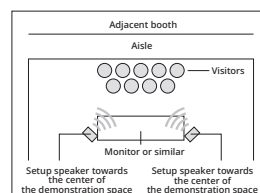
Suitable example



Unsuitable example



- (3) Speaker setup position restrictions
The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Be sure to install a speaker inward, not directly towards the aisle. Also, when setting up speakers on a wall or stand, the center axis should be facing downward, within 45° from the floor to the center axis of the speaker, and the center axis shall not extend out of the booth space.



- (4) Safety measures

- ① To prevent truss beams from falling, make sure to strike four or more anchor bolts in one location, when securing them to the floor.

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- ②When installing exhibition panels (OCTANORM), take measures to prevent them from falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- ③Take measures to prevent independent fixtures from falling by securing them to the wall or floor surface.
- ④When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures in high locations, take measures to prevent them from falling, by fixing them with bolts or wires.
- (5) Flow lines to adjacent exhibitors
When designing an independent booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route and flow line during emergency.
- (6) Booth space boundaries
Take into account when constructing a booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

5-8. Ceiling Installation

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a flameproof blacked-out curtain, which is within the scope of approval by the local fire department. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibit Manual together with floor plan, elevations, and construction drawings.

Observe the following guidelines for the design and construction of a ceiling structure.

- (1) Structure
 - ①Double ceiling structure is prohibited
 - ②All the decorating materials must be fire-resistant processed and attached with the fire-resistant indications.
 - ③Exhibitors are required to submit both floor plan (designated ceiling area and its size) and elevation (designated ceiling area and surrounding wall, etc.) drawings. The drawings must be indicated that the ceilings are fire-resistant processed.
- (2) Fire Safety Equipment
 - ①Fire extinguishers must be size 10 or larger.
 - ②Installation of automatic fire alarm system (smoke detectors) may be required. In such case, exhibitors must install automatic fire alarm system for business use, and submit installation report along with the result of installation test to the Association. Smoke detectors for household use are not recognized as automatic fire alarm systems.
 - ③Depending on the size and shape of the booth, evacuation exits and illuminated exit sign (self-luminous type) may be necessary.

5-9. Two-floor Construction

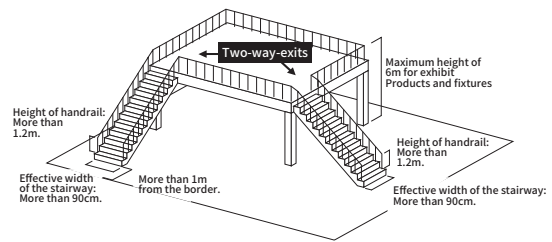
A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1m from the floor. However, even when the booth structure height does not reach 2.1m, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc.

Please note that approval from the local fire department is required for the construction of a two-floor structure.

Exhibitors who wish to set up a two-floor booth structures are required to submit an application form to be sent with the Exhibitor Manual together with a construction drawing.

Observe the following guidelines for the design and construction of a two-floor structure.

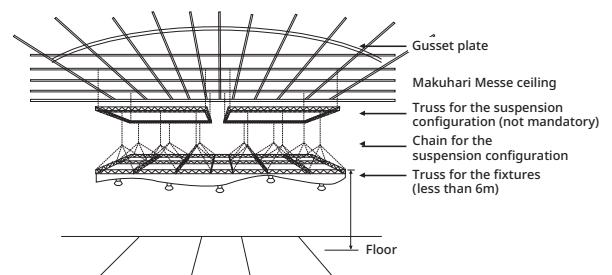
- (1) Booth requirements for construction
Exhibitors with at least 15 booths and Premium Partners with a participation space of at least 135 m² per booth are allowed to construct a two-floor structure.
- (2) 2nd floor floorage
The upper limit of floorage for the 2nd floor shall be a half of the exhibit area.
- (3) Height of the 2nd floor structure
The maximum height of exhibited products and fixtures is 6 m so this height should also be maintained for items on the 2nd floor.
- (4) 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, and an operations room. The 2nd floor structure must also be set back at least 1m from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.
- (5) 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.
 - ①Design 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.
 - ②Submit materials showing your structural calculations to the Association*. Also note that setting design conditions shall be the responsibility of the exhibitor.
*The submission of structural calculation data does not guarantee safety for the organizer, the facility, or the local fire department in charge.
 - ③Make sure to fill in structural designer in charge in the application form (found in the Exhibitor Manual to be distributed at a later date) before submission.
 - ④At least two stairways, each at least 90 cm wide, need to be installed.



- (6) Fire prevention and evacuation installations, etc.
The following fire-prevention measures must be taken for a two-story structure.
 - ①Automatic fire alarm system and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10 or larger) must be installed on the 2nd floor.
 - ②When installing an automatic fire alarm system (smoke detectors), exhibitors must install automatic fire alarm system for business use, and submit installation report along with the result of installation test to the Association. Smoke detectors for household use are not recognized as automatic fire alarm systems.
 - ③There must be at least one fire alarm system (smoke detector) per 150 m² of ceiling of the 1st floor. If a 60cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke detector) must be set in each enclosed area.
 - ④For the 2nd floor with an area of more than 200 m², fire alarm system (smoke detectors) must be connected directly to the control office of Makuhari Messe. We recommend contacting the control office at your earliest convenience, as other fire safety equipment may be required for installation.
 - ⑤Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fireproof labeling; usage without labeling is strictly prohibited.
 - ⑥For the 2nd floor with an area of 100 m² or more, a certified fire prevention officer must be stationed on-site.

5-10. Ceiling-suspension Configuration

A suspension configuration is defined as a method of exhibiting by constructing a booth that suspends fixtures via chains hanging from the ceiling. Exhibitors who would like to set up suspended structures are required to submit an application form sent with the Exhibitor Manual together with a structural weight calculation sheet, floor plan and elevation drawing.



- (1) Booth requirements for usage
Exhibitors with at least 20 booths (block booths) and Premium Partners with a participation space of at least 180 m² are allowed to use the suspension configuration.
- (2) Space restrictions
Space is restricted to within the perpendicular line from the booth's internal surface. But even if the suspension configuration meets this restriction, if its location interferes with the deluge gun in the exhibit hall, the suspended item may be asked to be repositioned.
- (3) Suspension base restriction
As a rule, suspension base should be done on gusset plates. If the use of other locations (e.g., beams, etc.), please contact the Association at early stage. Depending on the weight, construction plan may be asked to be changed.
- (4) Load (weight) limitation
The gusset plate for a single suspension must weigh less than 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. A construction plan that shows the total weight of the suspended structure divided by the number of suspension base points cannot be accepted to grant any permission for installation.
- (5) Height limitation
Fixtures and decorations (e.g., metal and/or wooden structures, signage, lighting, speakers, banners, textiles, etc.) must be less than 6m in height. However, trusses for the suspension configuration such as chain motor boxes are not applicable for the height limitation, but they should be installed in areas that will not obstruct or block the view of surrounding exhibitors. And for safety reasons, the chain for suspending ornamental truss must be installed within a meter above the truss fixture. The exhibitor is responsible for any of the costs related to the change of plan.
- (6) Other limitations/considerations
 - ①Ornamental trusses should be designed to be a single structure, not divided into segments.
For ornamental trusses, care should be taken to prevent damage caused by the

lateral shaking of earthquakes, and ornaments that rise from the floor should not be joined together nor fixed.

- ②When wiring cables, etc., from the floor to the ornamental trusses, be sure to leave enough space to prevent disconnection due to lateral shaking in earthquakes.
- ③When installing monitors, speaker channel letterings, and/or lightings on ornamental trusses, take measures such as securing with bolts or wires to prevent from falling.
- ④Only use unobtrusive colors such as black and gray for components such as trusses.
- ⑤Exhibitors installing booth with ceiling-suspended structure shall be liable for all accidents caused by the suspended structure, during the ceiling-suspended structure construction work and the exhibition period.
- ⑥When selecting booth positions, the exhibition layout from the CEATE Management Office clearly indicates areas where structures can be suspended from the ceiling. If an area other than an area where ceiling-suspended structures are possible is selected, and the exhibitor constructs ceiling-suspended structures, the exhibitor will be liable for cost incurred etc.

5-11. Floor Construction Work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibitor Manual together with a floor plan. Observe the following guidelines for the floor construction work.

(1) Floor construction work

- ①Exhibitors are required to contact CEATEC Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.

Note: In case there is no need of anchor bolts, exhibitors are required to submit the cancellation

- ②Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
- ③To prevent truss beams falling, strike four or more anchor bolts in one location when securing them to the floor.
- ④Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

(2) Restoration to the original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Association will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.

(3) Floor restoration expenses

When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of 1,100JPY per bolt (includes consumption tax) will be charged to the exhibitor, regardless of the size of the bolt.

5-12. Fire Prevention Regulations

In the initial construction stages and during the exhibition, inspections will be conducted by the local fire department. If it is determined during the inspections that the following regulations are not being observed, termination of construction and/or removal of the booth(s) may be ordered.

- (1) If a thick fabric or paper with ruffles (pleats) is to be attached on the fireproof plywood of the booth, it must have fireproof properties. Use of a fireproof fabric is not necessary, however, when thin processed paper or fabric is used on the surface of the fireproof plywood.
- (2) Thick stage curtains, ordinary curtains, plywood for display use, fiberglass boards, blinds made of fabric, black-out curtains, artificial flowers, carpets, flooring materials, sheets for construction, and any other materials used must all have fireproof properties. The fireproof labeling on each item must be shown in a clearly visible location.
- (3) The use of materials such as urethane, acetate, polyester, and nylon is strictly prohibited as they are not just highly combustible but difficult to give them fireproof performance.
- (4) The use of expanded or foamed polystyrene is also prohibited, it is recommended that Styrofoam or a similar material be used instead.

5-13. Prohibition of the Display of Counterfeit or Imitation Products

- (1) The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g., patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
- (2) If the Organizing Committee and/or the Association discovers or determines counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately. Exhibitors shall not object to such measures.
- (3) In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee and/or the Association whenever any type of inspection is conducted.
- (4) Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

5-14. Comparison Displays

As a rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company. When the Association and/or Organizing Committee determine that the following guidelines on comparison displays have not been observed, it reserves the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in CEATEC.

- (1) Comparisons using exhibits and demonstrations
- (2) Comparisons using information panels and pamphlets
- (3) Comparisons by narration and other audio announcements
- (4) Other comparisons related to products and technologies

5-15. Suitable Displays

The following regulations shall be strictly observed for all displays in the exhibition booths.

(1) Safety and precaution signage

Not only the exhibition booth be carefully designed for safety, but all booths to have adequate safety and precaution signage positioned in clearly visible locations around the displays are recommended.

(2) Displays reflecting real-life situations

Product presentations and/or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

5-16. Ceiling Lighting

The brightness of the venue is between 450 and 500 lux when all high-pressure mercury ceiling lamps are lit. There are four mercury ceiling lamps per block in the exhibition hall; however, taking the exhibition environment into consideration, lighting will be kept within 3/4 of the total brightness for all areas.

5-17. Audio Volume Limitations

Before installing audio equipment in the booth, discuss with the surrounding exhibitors and set the volume so that they do not disturb each other. When explaining products or making demonstrations using audio equipment, try to break down the time as much as possible. Also discuss with your neighbors on adjusting the presentation microphone audio level, and the time-frame of each presentation. Stop the audio immediately when there is an emergency broadcasting at the venue.

(1) Audio output limitation

Maximum of 80dB

(2) Volume measurements

- As a general rule, the standard values are to be measured 2m away from the booth boundaries
- The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
- The Association staff will periodically measure volume levels during the exhibition; however, it is required that exhibitors also measure volume levels before and during the exhibition. Decibel meters are available from the Association, so please do not hesitate to ask for one.

(3) Measures for exhibitors violating the volume restrictions

If volume levels are determined to exceed the aforementioned limits, or the exhibitor generates deep bass sound that may be disturbing to surrounding exhibitors, the exhibitor will be advised for improvement and required to follow the instructions. Even if the audio level is within the aforementioned limits, the exhibitor will be advised to modify their audio equipment accordingly if the sound coming from the booth is determined to be bothersome to surrounding exhibitors and visitors. Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

- When the exhibitor is advised for improvements for the third time: Ban the use of audio equipment during the morning of the following exhibition day.

(4) Stationing a person responsible for operations

Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

5-18. Demonstration Regulations

(1) Copyright procedures

For exhibits and demonstrations featuring musical performances, audiovisual presentations, etc., copyright procedures must be processed (not necessary for copyrights owned by your company and already processed). For more information concerning the necessary procedures for obtaining permission from copyright holders, contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC)

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(2) Illumination/lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors, ceiling, and public aisles 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 surrounding booths. If any problems occur in line with lighting, The Association will request immediate countermeasures.

(3) Smoke machines

The use of smoke machines (those using alcohol, oil or petroleum, and those using carbon dioxide and dry ice) for staging is prohibited.

(4) Miscellaneous

If the exhibit planned incorporates any of the items listed below, please take the necessary steps to ensure that the exhibit will not affect the surrounding booths and/or visitors in any way.

1. Hot air
2. Gas
3. Strong odor or fragrance
4. Vibration

5-19. Handling of Hazardous Materials

(1) Prohibited activities

The following activities are prohibited in the exhibition hall according to the Fire Service Act.

①Smoking

②Use of open flame (including devices that generate sparks, exposed electro-thermal devices)

③Bringing liquefied petroleum gas or any other inflammable gas to the venue

④Bringing flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc. to the venue

⑤Bringing of hazardous items such as explosives, large amounts of matches or disposable lighters, etc. to the venue.

(2) Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and/or the use of or bring in some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" form in the Exhibitor Manual and submit it together with two copies of the product brochure or document explaining the nature of the performance or exhibit. The Association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

5-20. Violation and Discrepancies in Interpretation of the Regulation

If an exhibitor violates these Regulations stated in this guideline or if there is a discrepancy in interpretation or the application of the Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.

(1) If the Organizing Committee determines that an exhibitor has violated Regulations governing exhibitor booths and implementation of exhibits, the Association will request that the exhibitor take the necessary corrective measures.

(2) If the same violation described above (section 1) occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and based on its final judgement, order the exhibitor in question to take the necessary corrective measures. Please note that once the Committee reaches a final ruling, the Committee will not enter into any further discussion with the exhibitor, nor be responsible for any incurred liabilities whatsoever.

(3) If an exhibitor has been ordered to take corrective measures described above (section 2), the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.

(4) If an exhibitor has been ordered to take corrective measures described above (section 3), and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.

1. The exhibitor will be prohibited from continuing with exhibition activities from the next day.
2. If the penalty in section "1." above is ignored, this fact will be announced, and the exhibitor will be barred from exhibiting at the subsequent CEATEC exhibition.

5-21. Others

(1) Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibitor Manual that will be distributed later.

(2) Promissory notes cannot be accepted for payment for booth fees and all other expenses.

(3) These Regulations are subject to change as deemed necessary by the show sponsor, the Organizing Committee or the Association. If changes occur to the Regulations, they will be posted on the CEATEC Official Website, or brought to the attention of exhibitors by other means.

(4) Each exhibitor shall comply with the laws and regulations of Japan. The show sponsor, the Organizing Committee and the Association will not accept any responsibility resulting from any violation of laws and regulations by exhibitors.

5-22. Organizing Committee

Comprised of exhibitor representatives, the Organizing Committee's role is to consider problem areas and reach appropriate decisions concerning the operations and management of the exhibition, including the regulations and planning. The Organizing

Committee is present during show preparations and during the exhibition to ensure a proper exhibition environment and solve problems should they arise. The Organizing Committee has the authority to enforce all regulations and will act accordingly should any violations occur.