



10/15 Tue 10/16 Wed 10/17 Thu 10/18 Fri

Makuhari Messe

CEATEC 2024 Participation Guide

Next Generation Park

What is CEATEC?

Comprehensive Exhibition of Digital Innovation

CEATEC®



An exhibition that anticipates the future

Industry, government, and academia working together to create new innovations



Overview of CEATEC 2024

Official name: CEATEC 2024

Concept: Toward Society 5.0

25th Anniversary Special Theme: Innovation for All

Dates: October 15 (Tuesday) - 18 (Friday), 2024

*Premium Time

Tuesday, October 15, 10:00AM-12:00PM *Premium time is for invited guests and press only.

*Opening hours

Tuesday, October 15, 12:00PM-5:00PM

Wednesday, October 16 - Friday, October 18, 10:00AM-5:00PM

Venue: Makuhari Messe

Admission: Free (All visitors must be registered to enter)

Sponsor: Japan Electronics and Information Technology Industries Association (JEITA)

Co-sponsored by:

The Communications and Information network Association of Japan (CIAJ)
& Software Association of Japan (SAJ)

Supported by

Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Digital Agency, Japan External Trade Organization (JETRO) and New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), and Organization for Small & Medium Enterprises and Regional Innovation, Japan, Chiba Prefecture, Chiba City, Japan Broadcasting Corporation (NHK), and the National Association of Commercial Broadcasters in Japan, Nippon Keidanren, The Japan Chamber of Commerce and Industry, The Tokyo Chamber of Commerce and Industry (tentative, in no particular order)

FY 2023 Results

■ Number of exhibitors: 684 companies/organizations

(2022 results: 562 companies/organizations)

21% UP

■ Number of new exhibitors: 305/group

(2022 results: 266/group)

14% UP

■ 153 startups and university research exhibitors

(2022 results: 81 companies)

89% UP

■ Number of overseas exhibitors: 21 countries/regions 195 companies/organizations

(2022 results: 27 countries/146 companies)

33% UP

■ Number of registered visitors: 89,047

(81,612 in 2022)

9% UP



The exhibition hall will be divided into areas to improve the efficiency of visitors' tour. Each area has its own objectives and exhibiting possibilities.

Since the target companies/organizations differ, please select the most suitable exhibit area based on the purpose and intent of your exhibit.

General Exhibits

General Exhibits

Looking Ahead to the AI Era to Realize Society 5.0

Technology, solutions and services in general

Introduced
in this
document

Special Exhibits

Partners Park

We set our own themes and work with partners in all industries and business sectors. Co-creation" area that embodies the future society of Society 5.0

Next Generation Park (Startup & University)

Up-and-coming companies and educational institutions that will lead the next generation of technology and Area to showcase research results

Global park

Companies and organizations with advanced technologies and business ideas from around the world Country-specific pavilions to create the future with a global perspective area

*25th anniversary special project to be announced in March.

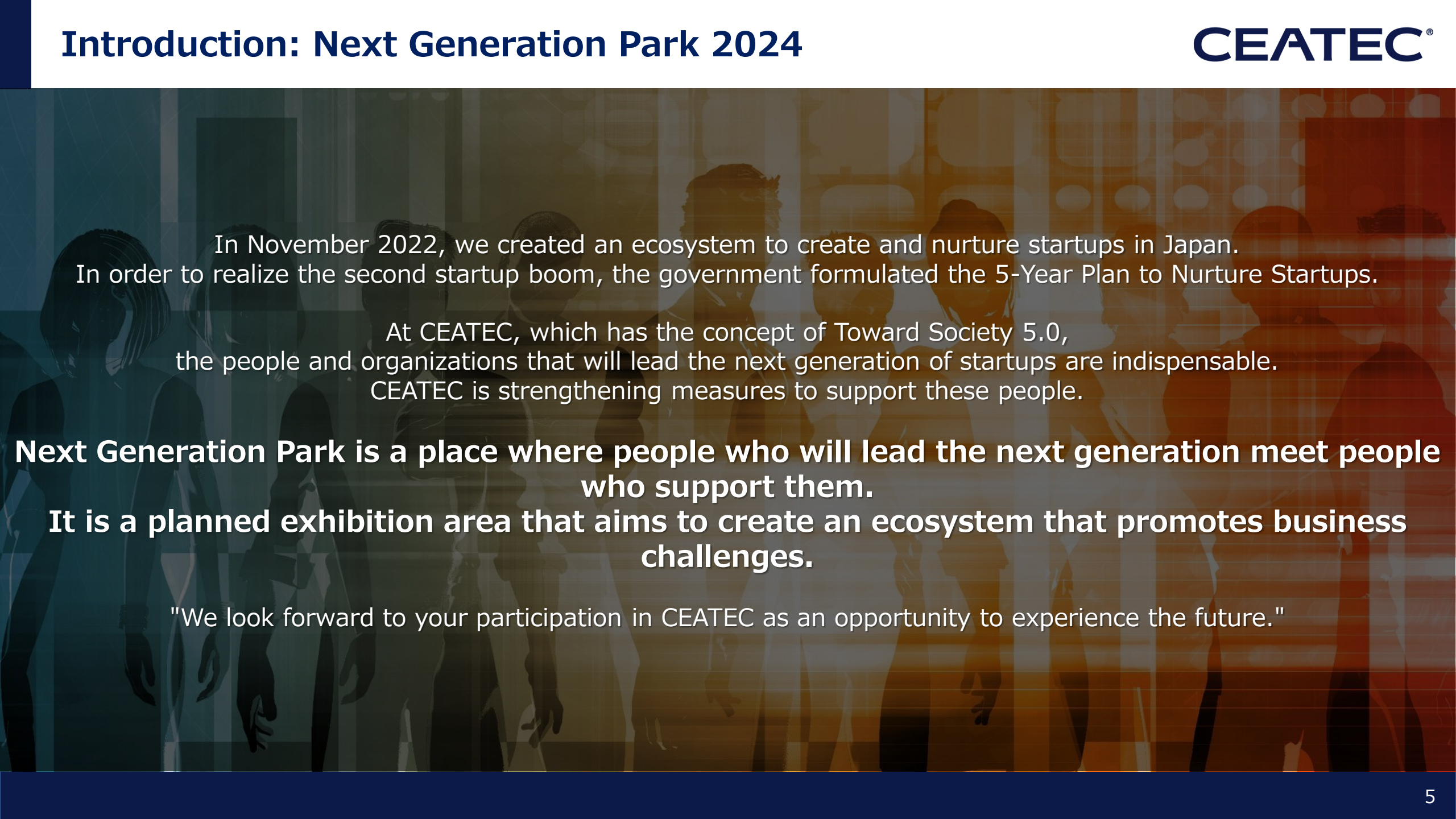
Conference

You can promote in lecture format in conjunction with CEATEC 2024 We offer both real venue and online delivery plans for the conference (sponsor sessions).

Sponsorship/Advertising

In addition to the exhibition booths, the advertising menu with high contact opportunities for visitors and media, and By utilizing the sponsorship menu*, it is possible to increase awareness of the contents of the exhibition and the value of the pland.

*Sponsored menu will be announced in July.

The background of the slide features a large, semi-transparent image of a group of people standing in a line, their silhouettes rendered in a dark blue color against a lighter, warm-toned background. The people are of various heights and are facing forward, creating a sense of a diverse crowd.

In November 2022, we created an ecosystem to create and nurture startups in Japan.
In order to realize the second startup boom, the government formulated the 5-Year Plan to Nurture Startups.

At CEATEC, which has the concept of Toward Society 5.0,
the people and organizations that will lead the next generation of startups are indispensable.
CEATEC is strengthening measures to support these people.

Next Generation Park is a place where people who will lead the next generation meet people who support them.

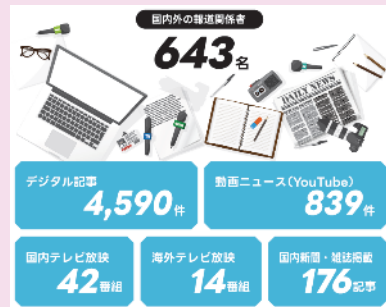
It is a planned exhibition area that aims to create an ecosystem that promotes business challenges.

"We look forward to your participation in CEATEC as an opportunity to experience the future."

Next Generation Park is a planned exhibition area that aims to create an ecosystem where people who will lead the next generation and people who support them meet and promote business challenges. We have prepared various initiatives to support your business.

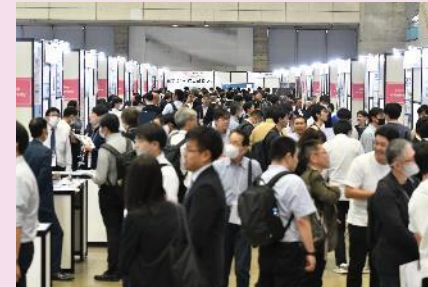
Leading information dissemination capability at domestic exhibitions

We have more than 700,000 sessions on our official website, and we have a premium time that can appeal only to journalists.



Acquisition of leads (VC, including CVC)

Boo 1~3 ths alone can generate the 650 same number of leads as individual events (Planning of a co-creation event to match visitors and exhibitors).



Walking Brest



Improved understanding

booths, pitch stages, awards, etc. can be used to develop products and services, to showcase the latest technologies and solutions, and to experience prototypes



Meeting with executives and exhibitors in Japan and overseas

We will hold an opening reception where more than 700 top executives from Japan and overseas meet and exchange, and a networking event for exhibitors including large companies, to create new encounters.

opening reception



networking event



At Next Generation Park, the exhibitor zone, stage zone, and CEATEC official website come together. We support exhibitors to improve their presence and disseminate information.

Exhibition zone

Exhibition area for startups, new business and development departments within companies, and educational



Exhibitor Zone
Independent Exhibitors/Group Exhibitors

Stage Zone
Pitch Stage

Official Website
Contents of Exhibition and Stage

Stage Zone

An area where exhibitors can introduce their exhibits in a seminar format.



Eligibility to exhibit

Subject for exhibiting

- Companies established for 9 years or less
- Universities and educational institutions
- Corporate New Business Development Division
(including internal venture/accelerator programs)

Purpose of Participation

- I want to get to know potential customers
- I want to show off my research results at companies and educational institutions
- I want to find companies that I can co-create in order to realize business ideas
- I want to show prototypes of products/services and provide external feedback and
I want to see reactions.

Bonus for exhibiting

Exhibition benefits

- Information on the official website (Exhibition and stage contents)
- Participation in the opening reception
- Provision of package booths
- Provision of speaking slots on the pitch stage
- CEATEC AWARD Application application fee discount
- Information posted in various announcements of CEATEC
- Free distribution of additional exhibitor batches (* Only for universities and educational institutions)
- Discount on expenses for accommodation, etc.

Benefits to be provided

- Participation in co-creation events
Example: Pitch contests, open mentoring, VC wall meetings, networking events, etc.
- Booth introduction tour by co-creation professionals
Providing an opportunity to guide

Plug and Play Japan (CEATEC 2019-2022)

A pitch contest will be held on the pitch stage in the CEATEC startup area.

The winning startup will be decided by the vote of the visitors.

▼Special bonus for winning:

- Qualification for Plug and Play Japan's Acceleration Program Selection
- Presentation Training by Top Pitch Coaches
- Support for Building Media Relations
- Free exhibit at the next year's CEATEC (* Privilege from CEATEC management)

▼Past theme:

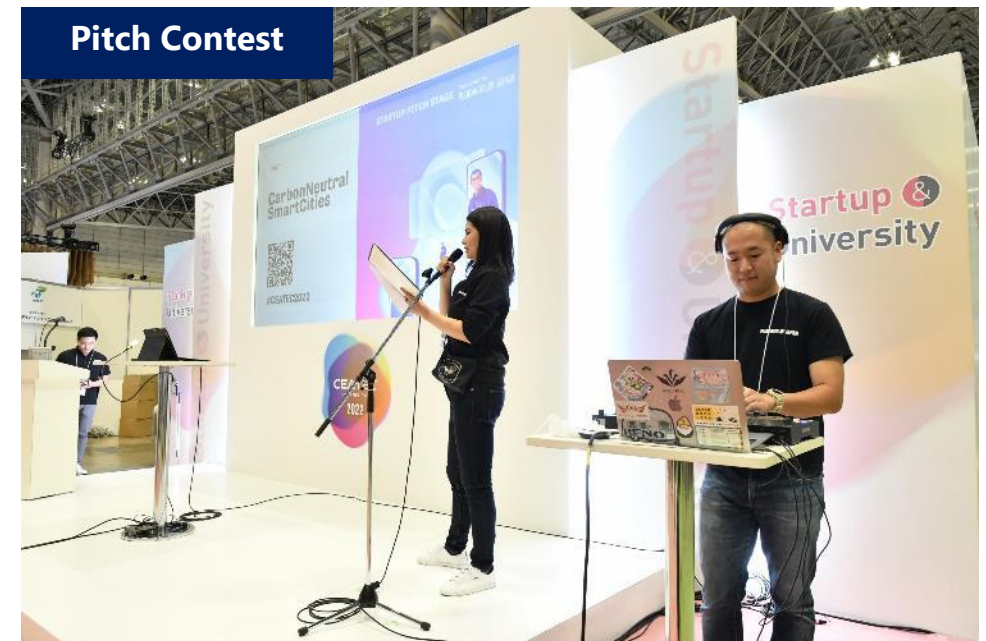
Carbon neutral/Smart Cities/Society 5.0/Mobility/5G/DX

(CEATEC 2022 results)

PLUGANDPLAY
JAPAN



CEATEC®



▲What 2022 looked like

Next Generation Park (Startup & University)

<Only exhibitor fee> *Includes booth decorations and fixtures

1 booth JPY 143,000 (Including consumption tax)

2 booths JPY 286,000 (Including consumption tax)

*Maximum of 2 booths per business.

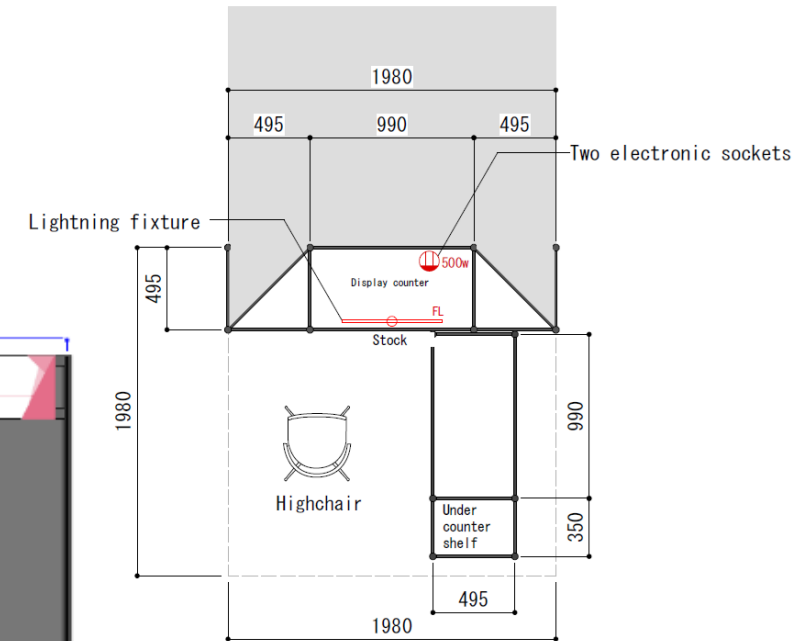
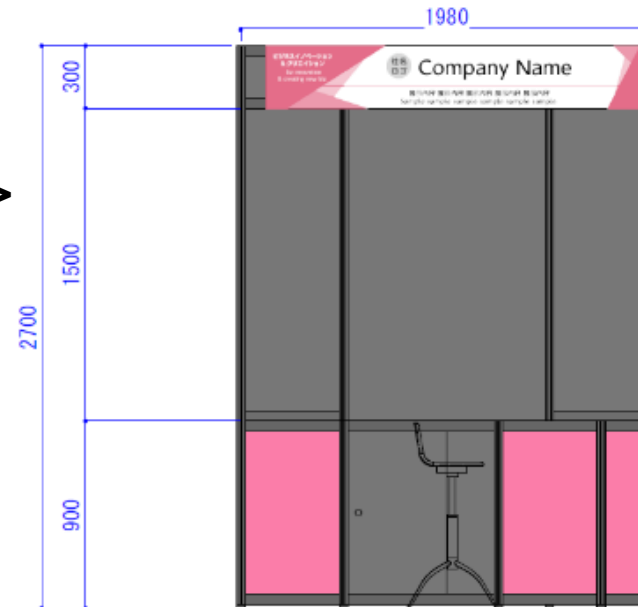
*If you wish to make major changes to your decorations, please consider other areas.

<Standard of 1 booth>

Width 2m x Depth 2m x Height 2.7m

<Decoration and equipment for one booth>

- Foundation Wall
- Display stand (height 900mm, lower storage)
- High chair
- Independent counter (middle shelf under the table)
- Primary trunk line construction and electricity usage fee (free of charge up to 500W)*
- Two outlets (up to 500W total)
- nameboard bearing the company's name
- Lighting (behind company name plate, 1 LED light)



*Guideline for power consumption: PC: 50W, monitor: 300W
Dedicated application is required if the power exceeds 500W.

Next Generation Park (Startup & University)

<Group exhibition fee> ※Including booth decoration and fixtures

JPY 572,000 / 4 booths~ (Including consumption tax)

*Pavilion organizers are requested to coordinate exhibitors before applying.

*A minimum of 4 booths is acceptable. If you want to make a big change in the decoration
Please consider other areas.

<Standard of 1 booth>

Width 2m x Depth 2m x Height 2.7m

<Decoration and equipment for 1 booth>

- Foundation Wall
- Display stand (height 900mm, lower storage)
- High chair
- Independent counter (middle shelf under the table)
- Primary line construction and electricity usage fee (free of charge up to 500W)*
- Two outlets (up to 500W total)
- Nameboard bearing the company's name
- Lighting (behind company name plate, 1 LED light)



▲ The above are images of the four booths.

*Guideline for power consumption: PC: 50W, monitor: 300W
Dedicated application is required if the power exceeds 500W.

Opening Reception

CEATEC is a place for exhibiting company executives and key personnel to meet. An opening reception will be held on the first day of the exhibition (October 15) in Tokyo. We are planning to do so and invite the management of exhibiting companies/organizations to attend.

Eligibility	CEATEC 2024 Exhibitors
Fee	Free of charge (number of copies to be distributed is in accordance with booth size regulations)

Number of Invitees

Exhibit Scale	Number of people invited
1~3 booths	3 persons
4~8 booths	5 persons
9~12 booths	10 persons
15~20 booths	15 persons
Per 5 booths thereafter	2 persons each plus



News center

! CEATEC's own team of reporters will cover your company

Eligibility	CEATEC 2024 Exhibitors (application required) <small>*Applications will begin in July.</small>
Fee	free

CEATEC has set up a "News Center" to disseminate information on exhibits and related products to prospective visitors, industry professionals, the press, and the general public. The News Center will actively support exhibitors in disseminating information by providing news coverage of products, technologies, and services that exhibitors wish to promote, and by encouraging exposure in various media.



Details of the menu will be provided at the exhibitor briefing in July.

CEATEC AWARD

CEATEC AWARD is CEATEC's original award system in cooperation with the government, which started in 2011 and will be held for the 14th time this year.

Eligibility	CEATEC 2024 Exhibitors
Application application fee	For Next Generation Park Exhibitors: per 11,000 JPY



Application Benefits

Select collections are issued based on the exhibition information submitted to the CEATEC AWARD. Highlights of this year's event include the development of information to the press and ministry officials prior to the event. The exhibition is expected to appeal to the press as well as to visitors through media exposure.



Testimonials from award-winning companies

"The increased attention and exposure of the awards attracted more visitors to our booth." It was highly regarded by management." The entire company, including researchers and engineers involved with the awarded product (technology), will be involved in the project. We were able to share our excitement and joy, and it was a great morale booster."

CEATEC[®]

AWARD

**CEATEC AWARD 2024 Minister's Award,
Category Award (tentative)**

Minister of Internal Affairs and Communications Award

Minister of Economy, Trade and Industry Award

**Digital Minister Award
Various other category awards**

(Reference) Start-up winners

●FY 2023

Minister of Economy, Trade and Industry Award: Elephantech Co., Ltd.
Environmental Impact Reduction PCB Using Metal Inkjet Printing Technology
Startup Division Grand Prix: MetroWeather Co., Ltd.

Compact, high-performance portable Doppler rider supporting the air mobility society

Runner-up Grand Prix: TopoLogic Co., Ltd.

TL-SENSINGTM ~ High speed detection of skin and even exhalation. Visualize "heat" and catch abnormal phenomena for 0.01 seconds ~

●FY 2022

Minister of Digital Award: ALM Corporation

ARUMCODE1, the world's first AI software that automatically generates machining programs for machine tools

Startup & University Grand Prix: Piezo Sonic

Autonomous mobile robot for transportation: Mighty-D3



Posting of information on official Web site

Eligibility	CEATEC 2024 Exhibitors
Fee	Free of charge (*Possible charge for some functions only)

- i** The company profile and products to be exhibited will be posted on the official website, enabling the dissemination of information in advance.
Details of the items to be listed will be announced at the exhibitor briefing in July.



Systems for obtaining visitor information

Eligibility	CEATEC 2024 Exhibitors
Fee	Charged

- i** CEATEC offers services that can read visitor data. We will provide this service. For more details, please refer to the Exhibitors' Meeting to be held in July. Information will be provided at the briefing.

■ Approximate number of leads acquired (FY2023 result)

1~3 booths : approx. 650

4~10 booths : approx. 1,200

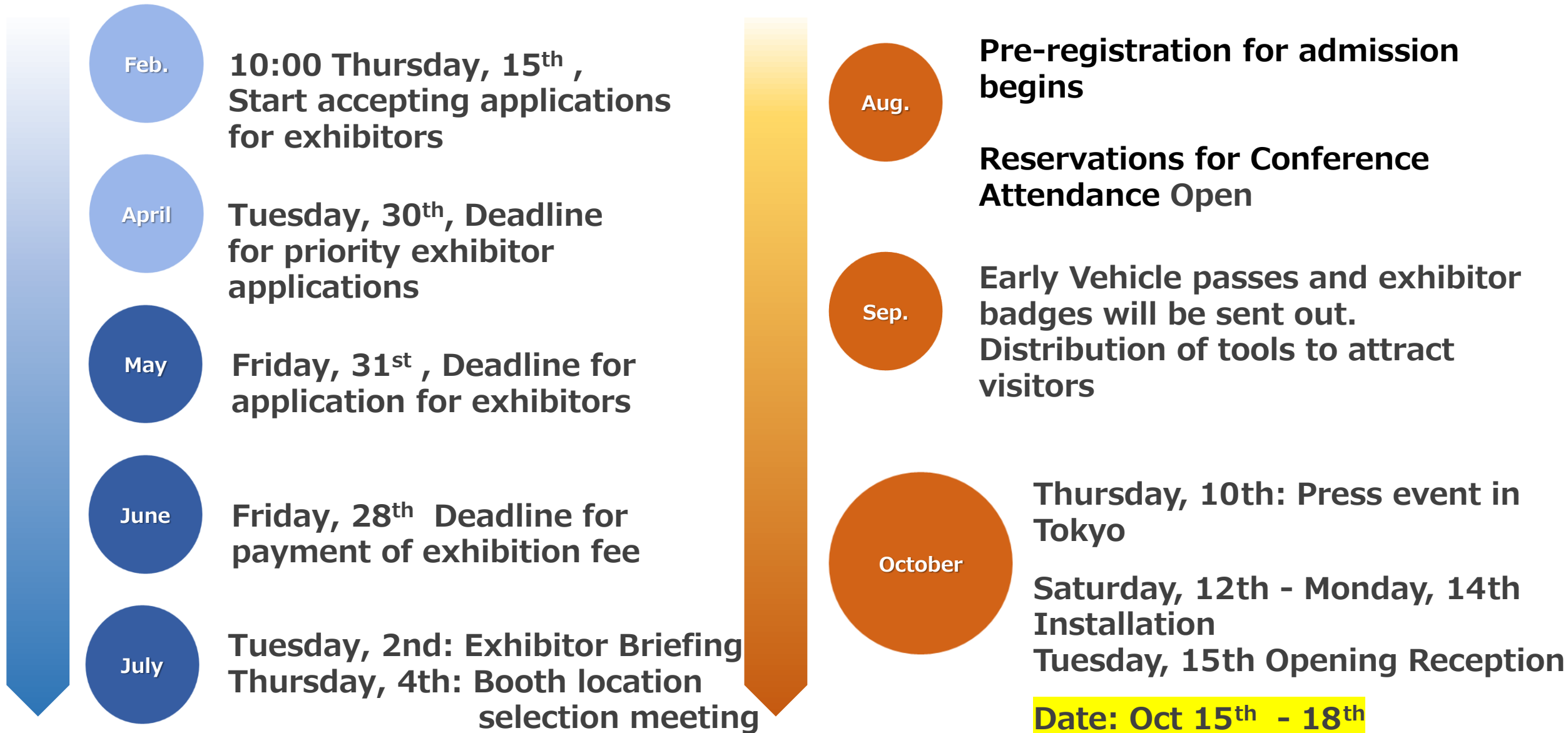
12~18 booths : approx. 1,500

20+ booths: approx. 7,200



The above figures are averages for each booth size over the four days of the exhibition.

Schedule





Contact

CEATEC Management Office (Japan Electronics Show Association)
Ote Center Building 4 F, 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100 0004
E-mail: contact2024@ceatec.com
TEL: 03-6212-5233

More Information

■ Click on the URL and enter your email address to download the following materials.

https://www.ceatec.com/en/application/briefing_video/

- Overview presentation video of CEATEC 2024
- CEATEC 2024 Participation Guide
- Exhibition Report of CEATEC 2023
- Exhibition Regulations

■ Next Generation Park Explanatory video

https://www.ceatec.com/ja/application/about/about03_movie.html