

			Deadline
B Promotion Tool			
B1 How to attract more visitors to your booth / How to distribute your information more broadly		1. Internet Media (Posting Exhibitor Information/Using Various Web Tools)	
		2. CEATEC AWARD 2024	August 27
	important	3. Premium Time Invitation Tickets and Leaflets, Envelops	Required July 31
		4. Hospitality for Overseas Visitors	Applicable Accept anytime
B2 How to distribute your information through the press	free	1. CEATEC News Center	Accept anytime
	free	2. Briefing Session for Spokespersons	
	free	3. Press Release Distribution Support Service	
	free	4. Utilization of Premium Time (For Press)	
B3 VIP Services and Reception		1. Opening Reception	August 23
		2. VIP Registration	September 27
		3. CEATEC Networking event for Exhibitors	
B4 How to satisfy your visitors more at the exhibition		1. Visitor Data-Reading App	September 27
	free	2. Business Lounges	
		3. Reception Room	August 02
		4. Use of Demonstration Room	August 02
B5 How to advertise effectively		1. Web Banner Ad / Mail Magazine Text Banner Ad	September 30
		2. On-site Ad Signs	July 31
		3. Rules for Advertising	

1. Internet Media (Posting Exhibitor Information/Using Various Web Tools)

CEATEC Official Website Required

The CEATEC Official Website is a portal site that provides a wide range of information not only to visitors to CEATEC but also to members of the press.

- (1) Linked with SNS such as Facebook and X to spread exhibitor/exhibition information widely.
- (2) CEATEC News Center will provide information on the CEATEC exhibition throughout the year through its own magazine and articles from the industry media.
- (3) Online exhibition space will be available for exhibitors to introduce their products and services before, during, and after the show, enabling them to reach potential customers who were unable to attend the show.
- (4) Exhibitor details will be posted on the official website from Monday, September 2 to Thursday, October 31.

Exhibitors-only page

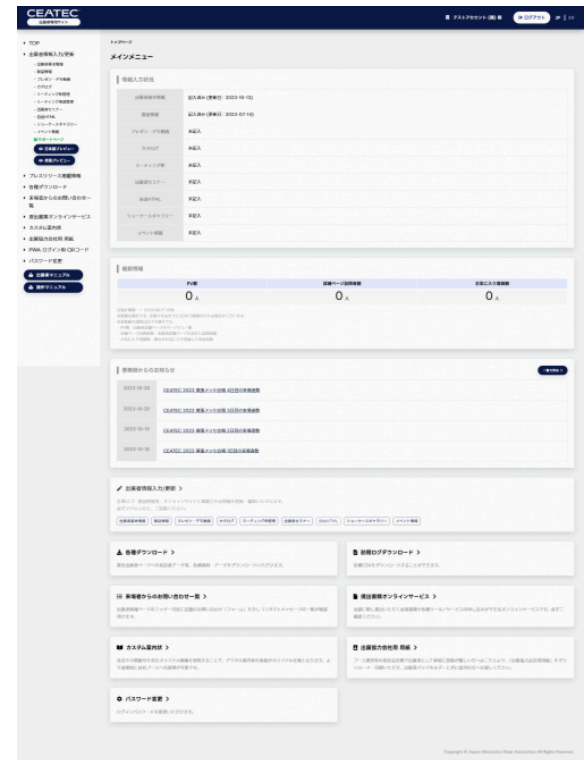
Exhibitors are requested to use the exhibitor-only website for entering information on the exhibitor page and submitting documents online. Please use the Exhibitors-only site to disseminate more information about your exhibit. For details, please refer to the Exhibition Manual Site.

All data entered by exhibitors can be searched on the Official Website's free word search database. From entered the information, the greater the chance of attracting visitors. Inputting information is therefore a valuable way for exhibitors to promote their activities. Please enter your information by the end of August. You can change the information later at any time.

Functions of Exhibitor-only Page

- (1) Enter/update exhibitor information (required): Basic exhibitor information, product information, free HTML, showcase gallery, event information
 *Basic information such as URL and exhibit area has already been registered based on the application form. If you wish to make any changes, please contact CEATEC Management Office.
- (2) Press release information
- (3) Various downloads (exhibitor manuals, CEATEC logo data, various drawings, etc. will be uploaded on a timely basis)
- (4) Online service for documents to be submitted
- (5) Forms for exhibitors and cooperating companies, password change

Exhibitor information download function is available as an optional feature for a fee.



Official SNS Accounts

CEATEC has established official accounts on Facebook, X, and Instagram. We will also use these accounts as media to connect exhibitors, users, and the CEATEC secretariat, and as a place to communicate with them. We will also provide real-time updates on the exhibition site during the show.

CEATEC official page on Facebook

<http://www.facebook.com/CEATEC.official/>

CEATEC official account on X

https://x.com/#!/ceatec_EN

CEATEC official account on Instagram

https://www.instagram.com/ceatec_official/?hl=ja

2. CEATEC AWARD 2024



For the CEATEC AWARD 2024, the CEATEC 2024 Review Panel will screen and select technologies, products, services, etc. that are exhibited at CEATEC 2024. Selected from entry applications made in advance, the award candidates will be judged not only from the perspective of academic, technological, marketing, and future potential but also by the level of innovativeness offered.

Exhibitors who wish to submit entries are required to complete **application for CEATEC AWARD 2024 (No.18)** and post it online at the exhibitor site by **5:00 PM (JST), August 27th (Tue)**.

1. Award Categories

CEATEC AWARD 2024 Ministerial Awards

The Ministerial Awards will be presented for outstanding projects, technologies, products, and services, as well as supporting software, applications, components/devices exhibited at CEATEC 2024 and entered for CEATEC AWARD 2024. These awards recognize entries judged as making a major contribution to solving regional issues, including revitalization; promoting prosperous lifestyles, enriching society, improving efficiency and high added-value in economic activities; and furthering the realization of the Digital Garden City Concept.

- 1 Minister of Internal Affairs and Communications Award
- Candidates for selection are deemed to have made major contributions to the advancement of the CPS/IoT community and realization of Society 5.0 – which includes but is not limited to the innovative utilization of information and communications networks, data, AI technologies and IoT technologies in the age of IoT and Big Data, as well as establishing services based on the aforementioned technologies for use in local communities.
- 2 The Minister of Economy, Trade and Industry Award
- Candidates for selection are deemed to have made major contributions to the development of the CPS/IoT community and the realization of Society 5.0, such as manufacturing that creates new value, solves problems and promotes innovation in daily life, society, business and industry through the use of AI, robotics, Big Data, etc.; services that utilize IoT; and the development of cross-sectional technologies that promote the digital transformation of industry.
- 3 The Minister of Digital Agency Award
- Candidates for selection are deemed to have made major contributions to the creation of a prosperous lifestyle and a resilient society, where people can choose the most appropriate services for their life stage, by harnessing the potential of digital technologies and solving diverse issues while making the best use of digital technologies to realize a digital society on a global scale.

*Ministerial Awards are listed in the order of establishment of the relevant ministry or agency.

CEATEC AWARD 2024 Category Awards

One Grand Prix winner and one Runner-up will receive awards in each of the following categories from among the entries submitted for CEATEC AWARD 2024.

- 1 Innovation Category
- In this category, recipients will be selected from a wide range of projects involving new technologies, products, services, software, applications, solutions, and business models that will contribute to the realization of Society 5.0, which will sustain and enrich industry, business, society and daily life. The awards will be presented to those projects judged to be outstanding in terms of their innovativeness, concrete feasibility, and contribution to society.
- 2 Next Generation Category
- In this category, the awards recognize innovative applications from startup companies, universities and research institutes that develop innovative technologies, products, services, software, and business models, and bring them to market. Entries judged as superior from defined perspectives – including practicality, contribution to society, technological sophistication, and marketability – will be considered for the awards.
- 3 Co-Creation Category
- Awards in this category recognize projects that have a unique theme; that are widely recognized for their advanced technology, products, services, software, applications, solutions, business models, etc.; and that are co-created by companies from diverse industries and business sectors working in partnership to realize Society 5.0. The awards will be presented to companies that are recognized for their advanced technology and contribution to the society of the future.
- 4 Global Category
- In this category, the awards recognize innovative applications from global exhibitors whose HQ are located in overseas, that develop innovative technologies, products, services, software, and business models, and bring them to market.

2. The Advantages of Participation

(1) Greater Media Exposure	1 Providing a list of award-winning projects to the media.
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	<ul style="list-style-type: none"> ② The award results will be widely publicized through both announcements at press briefings and the distribution of press releases. ③ Follow-up reporting during the exhibition is also anticipated to increase publicity.
(2) Attracting the Attention of Visitors	<ul style="list-style-type: none"> ① The award results will be posted on the official CEATEC website. ② The award results will also be posted at the Central Entrance of the venue (tentative). ③ The award plaques/trophies will be displayed next to the awarded entries.
(3) Positive Effect on Sales, Promotion, and Advertising	To maximize exposure, the companies of award-winning products will be able to use the CEATEC AWARD 2024 symbol and logotypes on marketing/sales promotional tools, as well as in advertising.

3. The CEATEC 2024 Select Collection

- (1) During CEATEC 2024, the CEATEC AWARD 2024 organizer will publish a booklet titled The CEATEC 2024 Select Collection* based on the information provided in the award entry forms.
- (2) Based on the information provided in the entry forms, each entry will be featured in The CEATEC 2024 Select Collection* and on the CEATEC 2024 website. The printed booklet will be targeted at the media and government officials, while the website information is provided for visitors to the exhibition.
- (3) The organizer will thus guide visitors to exhibitor booths, both online and at Makuhari Messe, by publicizing entry form information (planned) from October 1 onwards.
- (4) The entry form information used for this will include the title of each entry, as well as its description and outline (up to 200 characters, covering intended use, functions, technologies, features, etc.), and a photograph/image.
Note: In the entry form section where images and photographs are to be inserted we ask each exhibitor to choose one photograph or image that can be released from October 1st.
- (5) All entries are eligible; however, we will only use titles and outlines/descriptions that the exhibitor agrees to release for publicity purposes.
- (6) There is no workload (checking, proofreading, etc.) for exhibitors applying for publication.

4. Entry Procedure

- (1) Entry Period: July 2 (Tue) to Aug 27 (Tue), 2024
- (2) Entry Fee (per entry)
 1. All areas with the exception of the Next Generation Park & the Global Park: JPY 55,000 (tax included) /entry
 2. The Next Generation Park & the Global Park: JPY 11,000 (tax included) /entry
- (3) Entry Deadline: 5:00p.m., August 27 (Tue), 2024
- (4) Please download **the Entry Form** and fill in the required fields before submitting.
- (5) When submitting an entry form, an exhibitor may upload up to two files of reference materials (with a combined size of no more than 1 GB). These should include technical details (PDF: 10 pages or less in A4 size), image files (graphics/ photographs) that provide a visual idea of your entry, and video files (optional; MP4 format).
- (6) There is no limit on the number of entries. However, any exhibitor making more than one entry should fill out and submit an entry form for each.
- (7) Entries are limited to CEATEC 2024 exhibitors.
- (8) Notes on making entries:
 - ① There is no limit on the number of entries per exhibitor. However please fill out and submit an entry form for each.
 - ② Up to two supplementary files can be attached and submitted per entry.
 - a. A PDF document of up to 10 A4 pages with technical details, including graphics/ photographs, that will provide the judges with a clear idea of the submitted project
 - b. Video (optional, MP4 format)
 - ③ Always include the name of the exhibitor, project (abbreviations acceptable) in the filename.
 - ④ The combined size of the two files should not exceed 1 GB.
 - ⑤ Applications without reference materials may be considered to lack the necessary information for the preliminary screening (document review).
 - ⑥ Applications are limited to technologies, products, services, concepts, etc. that will be featured at exhibitor booths during CEATEC 2024.
 - ⑦ If a joint entry is made by two or more companies, the representative company must enter the required information in the "Application Contact Person" field, and the other companies must enter their information in the "Joint Application Company Name" field.
 - ⑧ Joint applications will be accepted on condition that the representative company also exhibits individually at CEATEC 2024.

5. Procedures, Announcement, and Awards

- (1) Preliminary Screening (Document Review)
All entries will be reviewed by a panel of judges, who will examine the application documents, including the attached reference materials.

- (2) **Primary Screening**
Based on the results of the document review, primary screening will be conducted to select the candidates for the Ministerial Awards and the Category Awards.
- (3) **Final Screening (Ministerial Awards and Category Awards)**
Candidates selected for the Ministerial Awards and the Category Awards during the primary screening will have a chance to present their project(s) and participate in a Q&A session with the panel of judges. Following the final screening, the winners of the Ministerial and Category Awards will be decided.
1. **Presentation and Q&A session**
Exhibitors who have been selected for the Ministerial and Category Awards candidates after the primary screening will have the chance to present their projects and participate in a Q&A session with the panel of judges.
2. **Details will be announced to those candidates who have passed the primary screening.** Following the presentations and Q&A sessions, The three Ministerial Awards (1. Minister of Internal Affairs and Communications Award, 2. Minister of Economy, Trade and Industry Award, and 3. Minister of Digital Agency Award) and the Category Awards will be chosen by the review board panel of judges.
- (4) **Announcement of Ministerial and Category Awards: October 10 (Thu), 2024**
- (5) **Ministerial Awards Ceremony: details will be announced separately.**
- (6) **Category Awards Ceremony: details will be announced separately.**
- (7) **Points to keep in mind when submitting applications:**
1. No application can infringe on any patents or include any patents pending.
2. Applications will be invalidated in the event of fraudulent activities, such as making false statements, or activities that undermine the objectives of the project after the application has been received.
3. Information provided by the exhibitors during the screening period will be disclosed only to the review board panel of judges, and will be handled with the utmost care.
- (8) **Deadline for payment of the entry fee: December 27 (Fri), 2024**

6. Recipients of the CEATEC AWARD 2024 Ministerial Awards

- (1) In order to ensure that recipients of the Ministerial Awards can prepare quickly and smoothly for the awards ceremony and other activities, Ministerial Award winners will be notified immediately after the CEATEC AWARD 2024 final screening.
- (2) A simple exhibit of winning projects to accompany the awarding of certificates and plaques is being planned for this year's Ministerial Awards ceremony.
- (3) Details of the aforementioned simple exhibit will be announced at a later date.
- (4) **CEATEC AWARD 2024 Ministerial Awards Ceremony**
Date/Time: 6:30 p.m. on October 15 (Tue), 2024
Palace Hotel Tokyo 1-1-1 MARUNOUCHI | CHIYODA-KU | TOKYO100-0005 | JAPAN T: +81 3 3211 5211

7. Review Board Panel Composition

- (1) **Composition of the Review Panel (Expected members)**
- ① **Academic societies (alphabetical order, tentative)**
Information Processing Society of Japan; Institute of Electrical Engineers of Japan; Institute of Electronics, Information and Communication Engineers; Institute of Image Information and Television Engineers;
- ② **Research institutes/labs and press (alphabetical order, tentative)**
MM Research Institute, Ltd.; Nikkan Kogyo Shimbun Ltd. (daily newspaper); Nikkei BP Intelligence Group; ITmedia, Inc.; Techno-core Corporation
- (2) **Observers**
The Ministry of Internal Affairs and Communications; The Ministry of Economy, Trade and Industry; The Digital Agency (in order of establishment)
Japan Electronics and Information Technology Industries Association (JEITA)
* CEATEC 2024 organizer
Communications and Information network Association of Japan (CIAJ)
*Co-sponsor of CEATEC 2024
Software Association of Japan (SAJ)
*Co-sponsor of CEATEC 2024

CEATEC AWARD 2024 Office

Person in Charge: Kodai

E-mail: award2024@ml.ceatec.com

Phone: +81-(0)3-3518-9688

TQ Kanda-Sarugakucho

2-6-8 Sarugakucho, Chiyoda-ku, Tokyo 101-0064

3. Premium Time Invitation Tickets and Leaflets, Envelops

Required

Deadline **July 31**

CEATEC 2024 will offer premium time invitation tickets and leaflets as one of the promotional tools for exhibitors to use in attracting visitors to the show. Please apply for the required number of invitation cards and distribute them to stakeholders and other visitors.

*Distribution Period **Please make sure to apply for premium time invitation tickets and leaflets even if they are distributed free of charge**, due to printing requirements. Premium time invitation tickets, invitations, and envelopes received by **July 31 (Wed.)** will be sent to the person in charge of the exhibit sequentially from **August 26 (Mon.)**.

(1) Premium Time Invitation Tickets

A premium time will be set aside in the morning (10:00-12:00) of the first day of the exhibition for VIPs, important customers, press, and media representatives.

To enter the Premium Time of CEATEC 2024, you will need a Premium Time invitation ticket (one accompanying person is allowed per bearer) and a printout of the admission card. *Pre-registration for admission via the website is required for all visitors to CEATEC. Please make effective use of this event as a place to make closer contact with stakeholders and important customers, and as a place to widely utilize PR and public relations both domestically and internationally.

Premium Time Date and Time	Tuesday, October 15, 2024 10:00 a.m. - 12:00 p.m.
Premium Time Visitors	<ul style="list-style-type: none"> • Visitors invited by exhibitors • Press, media, government officials, embassy officials • Visitors invited by organizers, co-sponsors, sponsors, cooperating organizations, etc. Attendees of the Opening Session and other sessions at the International Conference Hall, where the CEATEC CONFERENCE will be held, will be admitted during Premium Time. Pre-registration is required.
Number of free tickets to be distributed	5 premium time invitation tickets will be distributed free of charge per booth (1 booth). (with invitation card and envelope) *Additional tickets can be applied for at a cost of 440 yen per ticket (including consumption tax).
Specifications	230mm (W) x 110mm (H) (tentative)

(2) Leaflets

The following number of guidebooks will be distributed according to the number of booths applied for. *Japanese only

① Number of free distribution

Number of booths applied for	Maximum number of free distribution
1 to 3 booths (booth space):	Up to 1,000
4 to 8 booths (booth space):	Up to 2,500
9 - 12 booths (booth space):	Up to 4,000
15 - 20 booths (booth spaces):	Up to 6,000

***1,200 additional sheets for every 5 booths (booth spaces) thereafter.**

② Additional tickets

If you wish to receive more than the number of free tickets, you may apply for additional tickets for a fee of 330 JPY per ticket (including consumption tax). [Example of application] *In case of exhibiting in 2 booths (booth space) Free distribution: 1,000 sheets, additional 100 sheets requested *33,000 JPY (including tax) to be invoiced after the exhibition

③ Specifications

A4 4 pages (tentative), approx. *10g / FSC certified paper 210mm x 297mm, folded in three (210mm x 105mm) (tentative)

(3) Envelope (sold separately)

Envelopes for mailing will be sold at 22 JPY per envelope (including consumption tax).

① Envelope specifications

Material: OPP (Oriented Polypropylene) *Biomass OPP bag with tape Size: 120 mm (length) x 235 mm (width) + 30 mm (open at short end) Surface: White matte + black smear Back: Colorless and transparent

② Cautions for use

Vinyl material (OPP) is not compatible with imprinting printing. Please use tack stickers for the address and company name columns. The white matte surface can be fixed with inks that can be used for imprinting on vinyl, plastic, etc. However, we recommend that you allow sufficient drying time for the white matte surface, as it dries more slowly than paper.

③ Note on fee-paid envelopes

When you send more than 10 pieces, you can simply pay the postage for the number of pieces and send them without affixing stamps by counting the number of pieces and bringing them to the post office counter without affixing stamps. If the number of sheets to be sent is 10 or less, please use stamps, etc.

(4) Application

Please fill out the application form "**Premium Time Invitation Ticket/Invitation Card/Envelope Application Form**" (No.39) and send it to the Japan Electronics Show Association by Wednesday, July 31. We will accept applications as long as possible after the deadline, but please note that there is a possibility that we may run out of stock or delay in delivery.

4. Hospitality for Overseas Visitors

Applicable

Deadline

Accept anytime

CEATEC has adopted various international strategies to announce the latest findings, trends, and activities worldwide. CEATEC have close relations with overseas media and embassies in Japan, so we expect to have many overseas visitors again this year. We ask all exhibitors to assist in creating a good environment for international visitors.

Requests to exhibitors

- 1 Post Exhibitor information in English on the CEATEC Official Website
 - 2 Provide and distribute English-language press releases
 - 3 Make English-language materials available
 - 4 Assign staff that can communicate with overseas visitors
- *When translators are assigned at the booth, please make the staff to wear the badge or armband to be found easily by overseas visitors.

Example of materials

Name of product	Putting down with English is preferred.
Outline	
Description	
Picture / Figure	

Friendliness to overseas visitors registration

CEATEC provides overseas visitors with information on booths that have arranged English language materials and interpreters. If you will be providing such services for overseas visitors, log in to the dedicated exhibitor site and register your hospitality for overseas visitors in the **Registration of Overseas Visitors Correspondence <No.6>** in the online application system.

* See [B-1 1](#) for details of the dedicated exhibitor site.

We will introduce your information together with your booth data on our official website and e-zines for overseas.

1. CEATEC News Center

CEATEC has a News Center with its own planning, reporting, and editing teams. The News Center distributes various news, primarily about the exhibits, to prospective visitors, industry people, the press, and the public.

At the request of exhibitors, the News Center will assist their public relations activities by reporting on their key products, technologies, or services and distributing information about them, or encouraging the mass media to cover them.

Information Distributed by the News Center

Reports compiled at the News Center are posted on the CEATEC Official Website as CEATEC NEWS, an exclusive news media of CEATEC.

In addition, reports are distributed via CEATEC E-mail News to prospective visitors and industry people. The Center will also encourage electronic and print media both in Japan and overseas to cover the news.

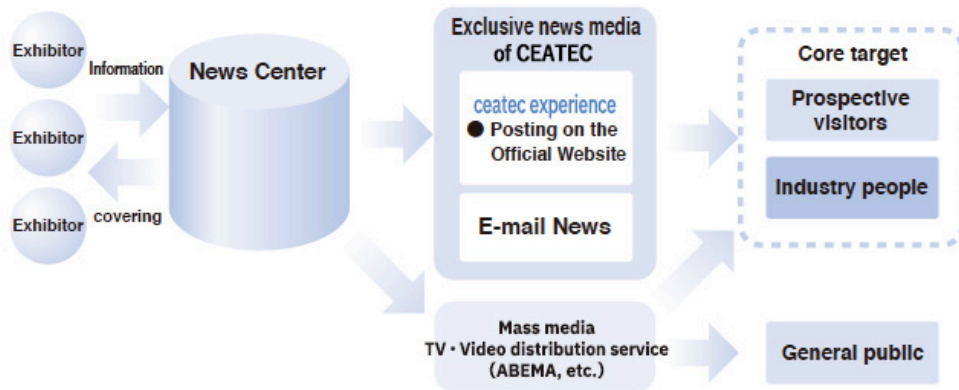


image of ceatec experience

Reporting and Planning by the News Center

Professional writers will meet with and interview exhibitors, and then write articles. At the exhibitor's request, they will make suggestions on appropriate styles to attract potential customers and prospective visitors, as well as on the selection of themes to attract the mass media.

How to Use the News Center

Early exposure to the media is the most effective means to increase the number of visitors to the booth. The News Center has excellent links with various mass media including TV stations. The earlier exhibitors provide information, the more opportunities the News Center will have to convey it to various media.

Please contact the News Center soon to seize the opportunity to increase your exposure in the media.

Contact

Please fill in the **Application for News Center Information Distribution <No.14>** and submit it to the Japan Electronics Show Association. The Center also accepts information via e-mail.

E-mail address: 2024newscenter@ml.ceatec.com

In the e-mail, please specify the exhibitor, products or technologies to be promoted (with a brief description), and the person in charge.

How to distribute your information through the press

2. Briefing Session for Spokespersons

CEATEC attracts a great deal of media attention and coverage before, during, and after the event.

In order to help exhibitors deepen their understanding of CEATEC, a briefing session is scheduled to introduce CEATEC's PR support measures and PR schedule for exhibitors. This briefing will be held in Japanese. We apologize for any inconvenience caused.

Objectives

- 1 To explain CEATEC 2024 and help spokespersons of each exhibitor to gain a better understanding of this event and our commitments.
- 2 Spokespersons can share the public relations plan of CEATEC and link it with their own plan.

Target

Spokespersons of exhibitors and organizations of CEATEC 2024

Briefing session for spokespersons

Date	August 23 (Fri) 2:00p.m.-3:00p.m.
Venue	Online
Agenda (planned)	<ul style="list-style-type: none">• Explanation of CEATEC• Messages from the press (expectations for CEATEC this year, etc.)• Explanation of the public relations plan of CEATEC (by Management Office)

How to apply

Please apply by [Wednesday, August 21, 2024] using the form below.

Briefing Session for Spokespersons

Contact

JEITA (Japan Electronics and Information Technology Information Association)
Public Relations Office

E-mail: pr@ceatec.com

How to distribute your information through the press

3. Press Release Distribution Support Service

CEATEC supports media exposure through the following methods.

Press release posting on the CEATEC Official Website

Exhibitors' press releases can be posted on the CEATEC Official Website by inputting into the CEATEC 2019 Exclusive Exhibitor Site.

Press release posting at the CEATEC Press Center

At the Press Center, the Management Office offers various services and distributes news to the media. The press release and press kit of your main exhibits (products and technologies) will also be distributed.

Format	No particular format requirements. Exhibitors can use their own press releases and press kits. Promotional videos and DVD and other giveaways in addition to press releases can also be placed.
Number of Copies to submit	-Japanese: 100 copies -English: 20 copies
Content	Press releases should include -Exhibiting company's name -Exhibition zone -Booth number -Contact Information for inquiries

Press releases and press kits can be brought directly to the Press Center (located in the venue) from October 14 (Monday) onwards.

4. Utilization of Premium Time (For Press)

On the first day of CEATEC, October 15 (Tuesday), from 10:00 AM to 12:00 PM, there will be Premium time for only invitees and the press members. By directly promoting the products, technologies, and booth highlights that will be exhibited at the actual exhibition venue to the media, you can increase the level of attention and the likelihood of coverage, and make your CEATEC exhibit even more effective. Premium Time is open to invited guests and members of the press only. This year, there will be no Press Day, as the day before the show falls on a national holiday. If you wish to arrange for media coverage or filming at your booth during the exhibition, please contact the CEATEC Management Office in advance. In addition, during the period, there may be separate coverage and filming arranged by the CEATEC News Center.

Exhibitors who wish to use this service must download the **Premium Time Coverage Booth Application Form < No.21 >** , fill in the necessary information, and submit it to the Japan Electronics Show Association (JESA) by **Friday, September 6**

Premium Time

Date	10:00 a.m.–12:00 p.m. on October 15 (Tue)
Venue	Exhibition site of CEATEC 2024

Note

Media reporters will freely visit your booths, not guided.

We will distribute the information on applicants to the press. However, this does not guarantee that press reporters will visit your booth.

Contact

JEITA (Japan Electronics and Information Technology Information Association)

Public Relations Office

TEL: +81-3-5218-1053 FAX: +81-3-8218-1072

E-mail: pr@ceatec.com

The Opening Reception will be held in Tokyo on the opening day. This will be a good opportunity for effective communications between the representatives of exhibiting companies and industries, and the press. Download the Excel file **<No. 41>** from the dedicated Exhibitor Site, enter the necessary information, and submit it to the Japan Electronics Show Association by **Friday, August 23**.

Time

Tuesday, October 15, 6:30 p.m. – 8:30 p.m.

Location

Aoi function room
Place Hotel Tokyo
1-1-1 Marunouchi, Chiyoda-ku, Tokyo



Guest Registration

Exhibitors can invite the specified number of persons as shown below depending on the number of booths.

Booth size of exhibit	Invites
1–3	3
4–8	5
9–12	10
15-20	15
Over 21 booths	Add 2 people each 5 booths

*Note that the CEO (president, Chairperson, etc.) of exhibitors will be invited by the three Sponsors (JEITA, CIAJ, and SAJ). Therefore, please register other executives.

Letter of Invitation

A letter of invitation will be sent to each registered person in later August.

2. VIP Registration

Following VIP services are available for executives (directors and above) from exhibiting companies who visit the site by car. Please fill in VIP Registration or fill in the data in an designated excel format **"Vehicle Application Form for VIP Visit" <No. 35>** and submit it to Japan Electronics Show Association by **Friday, September 27**.

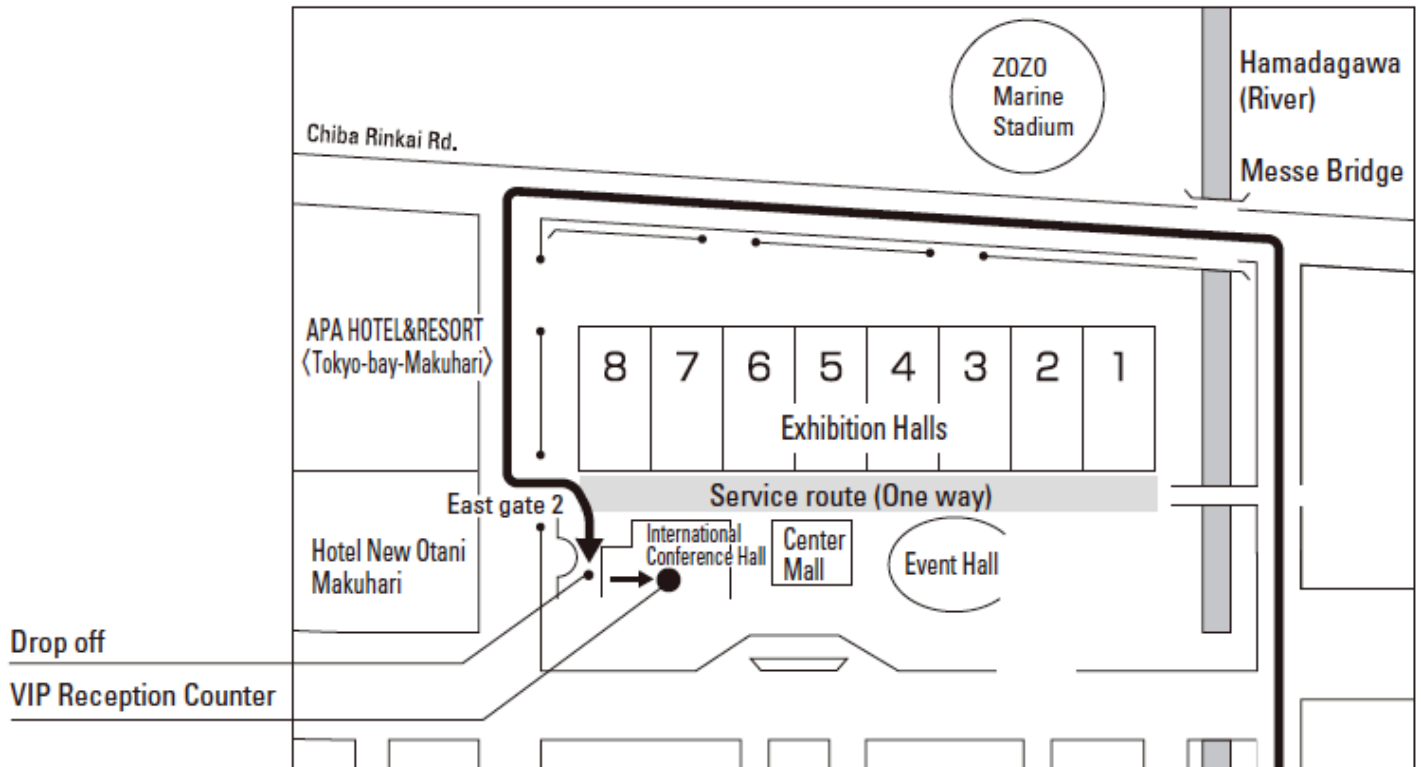
Vehicle sticker

VIP vehicle sticker will be distributed around Tuesday, October 1.

*This sticker is valid only for VIP visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.

VIP car escort service

The VIP vehicle with the sticker can enter from the East Gate No.2 to VIP Reception Counter. VIP vehicle parking lot will be reserved, near the International Conference Hall.



VIP Reception Counter

The VIP Reception Counter will be set up on the first floor of the International Conference Hall to welcome and provide services to special VIP guests. When a registered VIP walk to the site, please be sure to check in at the VIP reception desk located on the first floor of the International Conference Hall.

VIP Room

VIP Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit **Application for VIP Room <No.36>** to Japan Electronics Show Association by **Friday, September 27**. Applications will be accepted on a first-come, first-served basis from 10:00 a.m. on Tuesday, July 16. Please check with the Japan Electronics Show Association for availability. Applications are acceptable even after the deadline if there is a vacancy.

- (1) **Room charge**
¥5,500 per hour per room (drink service and tax included).
- (2) **Hours**
From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from Tuesday, October 15 to Friday, October 18.
- (3) **Facilities (the room charge includes the following)**
Reception set, dining table (in 4 rooms only), exhibition information
1 soft drink for each guest (coffee, black tea, orange juice, cola, oolong tea and beer)
*Meal services (Shokado Bento box lunch) are available for an additional fee of ¥2,200 (tax included) per box .



3. CEATEC Networking event for Exhibitors

CEATEC networking event would be planned, after the exhibition hour is closed.This event will have an opportunity for exhibitors to exchange information and discuss new business opportunities. The relaxed atmosphere will provide an excellent opportunity to interact directly with professionals from diverse industries and deepen the exchange of ideas. Please check the Exhibitor News which will be sent in late September for details of this event.

Exhibitor Networking Event Overview

Place of the event	In Makuhari Messe venue (tentative)
Eligibility for Participation	CEATEC Exhibitors
Participate fee	Participation Free (Need For Entry)

1. Visitor Data-Reading App

Deadline September 27

Visitors entry CEATEC exhibition with a QR code (two-dimensional barcode). The QR code carried by visitors contains encrypted business card information, which can be read by a dedicated system. By using the visitor data reading system at your booth, you can easily collect visitors' business card information and request information. This system is useful for quick sales activities and simplification of the reception desk. If you wish to use this system, please apply for the "Visitor Data Scanning System Application Form" by Friday, September 27. If you wish to use the PWA ("Progressive Web Apps," a website that runs like an app on a smartphone) type, you will need a smartphone (android recommended). Smartphone rental service is available for a separate fee.

■ **QR Reader:** "Visitor Data Reading System [QR Reader] Application Form" <No.42> ■ **PWA type:** "Visitor Data Reading System [PWA type] Application Form"

Advantages of Using Visitor Data Reading System

- Advantage 1** It eliminates the need to compile business card information of visitors at the booth after the fact, leading to cost reduction.
- Advantage 2** Data is provided in CSV format*, making it easy to process in-house and useful for quick sales activities. CSV data is sent as a ZIP file with a password when attached to an e-mail. Please make sure that you are able to receive the data in this file format.
- Advantage 3** In addition to business card information, you can collect information on visitors' requests such as which products they are interested in as a questionnaire, which can be used as accurate sales follow-up and marketing data.
- Advantage 4** The tool can be used by accessing the tool on your own smartphone/tablet and adding it to your home screen.
(PWA type only) Smartphone rental will be provided as a separate option.

QR Reader Use Plan

(1) Features

1. Easy operation for those who are familiar with the use of QR reader readers.
2. Scanned visitor data will be delivered in data format to the e-mail address of the person in charge of the exhibition within one week after the end of the exhibition.
3. In addition to business card data, visitor requests, such as which products the visitor was interested in, can be obtained as Excel data by using the request code table. We can also provide the data in a format that is linked to the contents of questionnaires prepared by exhibitors. (Service available for an additional fee)

(2) Fees

After applying for the fee, the following information will be sent to the person in charge of the exhibition by e-mail in advance.

- Information on QR Reader rental locations, etc. (PDF)
- How to use the request code table. (PDF)
- About the Request Code Table Printing System. (URL of the printing system is attached to the body of the e-mail)



Using of the QR code reader (Image)



Using of the survey function (Image)

First unit	30,800 JPY (including consumption tax)
For the second and subsequent units	22,000 JPY per unit (including consumption tax)

Reference Data output items

About business card information

Business card information includes the following information entered by visitors in the web pre-registration for admission.

Name / Company / Department / Position / Address / Telephone number / E-mail address

* Business card information not entered by the visitor will not be output.

* Visitors carrying badges that do not have a QR code (two-dimensional barcode) attached to them will not be supported. (Chest band bearers, VIP registrants, press, students and younger, and other visitors with related badges)

Notes on the data to be delivered

Kanji characters that can be input are limited to the second level of the Shift JIS Kanji code, and other kanji characters will be treated as external characters. For this reason, characters that are illegible due to visitors' handwritten registration, or characters that are impossible to input in the second level Kanji code for business cards from Asian countries (countries that use Kanji characters), will be treated as external characters and input with ■.

In addition, if you use machine-dependent characters (I, II, III, (Roman numerals), (1), (2), (3), (circled characters), etc.) in the pre-registration fields on the Internet, etc., the characters may be garbled or marked with "?" etc.) may be garbled.

For more information on the QR Reader Usage Plan, please contact

Barcode System Section, Peek One Inc.

E-mail: info_ceatec2024@f-vr.jp Tel: +81-(0)3-5577-7871

MetLife Kanda Nishiki-cho Building 4F, 3-23 Kanda Nishiki-cho, Chiyoda-ku, Tokyo 101-0054, Japan

PWA Type Use Plan

(1) Features

- 1. This application is developed using the Progressive Web App (PWA) technology.
- 2. Installation of this application does not require going through an app store such as Apple App Store or Google Play, and can be used in a browser environment.
- 3. It can be used simply by installing it on an android smartphone. It can also be used on tablet devices.
 - *No need to download from the app store.
 - *The display is optimized for smartphones and may be difficult to use depending on the screen size of the tablet device.
- 4. Scanned visitor data can be downloaded immediately from the exhibitors-only website.
 - *Because many exhibitors will be using the system during the show, it may take some time to download the data.
- 5. Original questionnaire function can be used by setting it up on the exhibitor-only site.

(2) Fees

Basic fee (initial fee and 2 licenses included)	33,000 JPY (including consumption tax)
For each additional license thereafter	19,800 JPY (including consumption tax)

- * License = Number of devices that can be logged in at the same time
- * There is no charge based on the number of reads.
- * If you wish to rent a device, a separate fee will be charged.

Usage Fee Optional Smartphone Rental

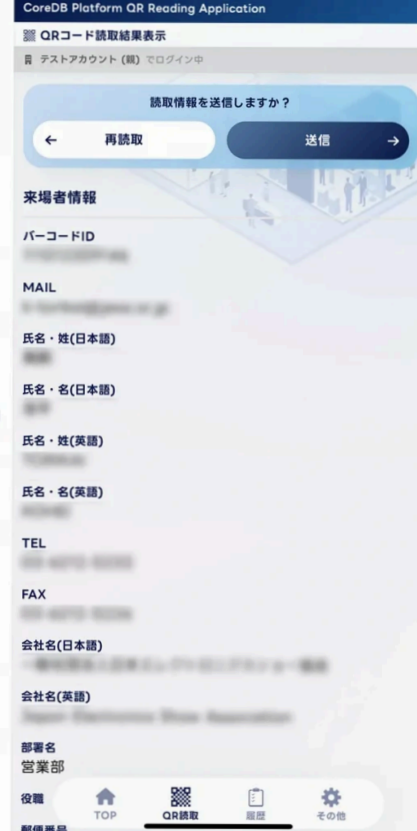
(android): 9,900 yen (consumption tax included)/unit

- * Exhibitors are required to install and log in to PWA by themselves.

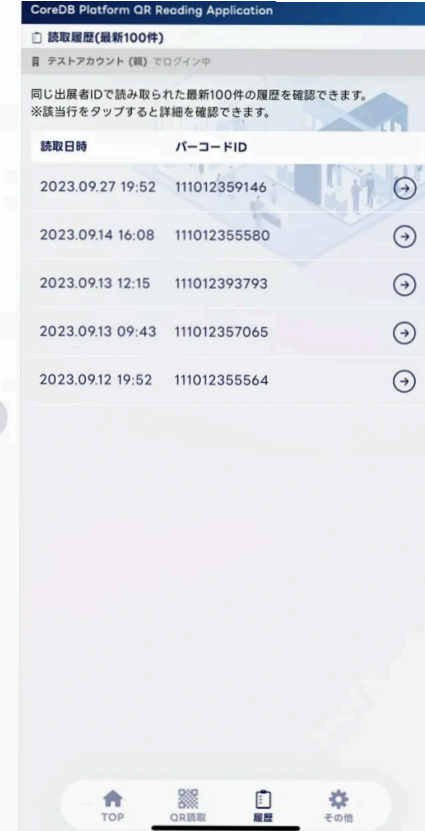
PWA Type Usage Image



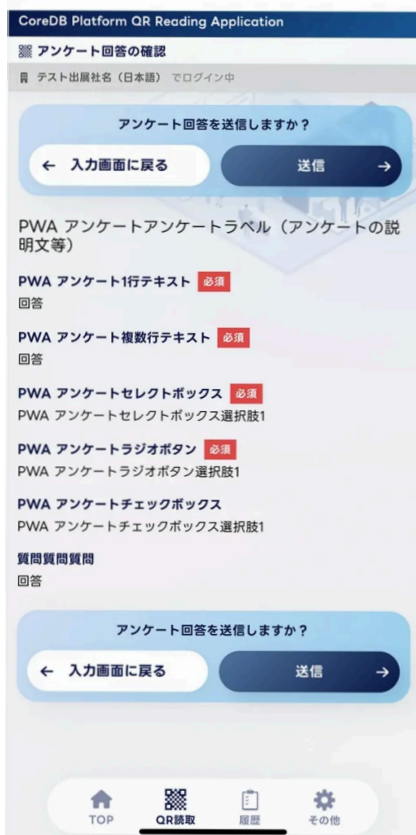
Simply install the software on your smartphone or tablet. This is a PWA, so there is no need to download from an app store.



Scan the two-dimensional barcode (QR code) on the admission ticket.

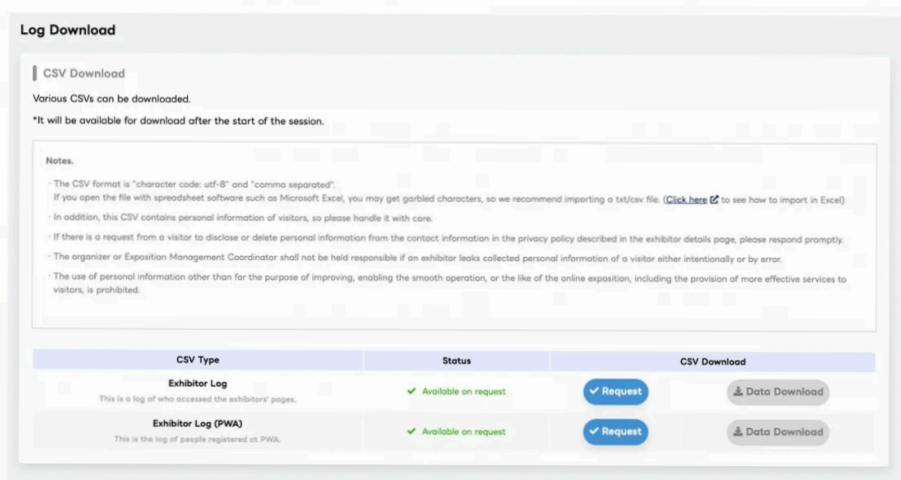


You can check the history of the latest 100 entries loaded by the same account (license).
*101 and earlier entries can be downloaded in CSV format from the exhibitors-only site.



After reading and displaying admission data, it is also possible to enter responses to the questionnaire.

*If you do not need it, you can choose not to use it.



Reading info and survey data can be downloaded from the exhibitors-only site immediately.
Quick follow-up, such as sending an e-mail to booth visitors is also possible on the same day.



After applying, the following will be sent to the person in charge of the exhibition by e-mail in advance.

- Information on rental smartphone rental locations, etc. (PDF)
- Application Guide (PDF)

- Quick Installation Guide (PDF)
→A4 size 1 sheet Quick Installation Guide for use in your own booth during the preparation period and during the exhibition.

(3) Precautions

- PWA is an application that runs on a web browser and has the functionality and convenience of a native application.
An Internet connection is required to use this application.
* Regarding internet connectivity, we recommend using mobile networks provided by cellular carriers. As for Wi-Fi connections, they are not recommended due to the possibility of unstable connections.
- This application can also run on iOS devices (iPhone, iPad), but due to iOS specifications, it is rare for a user to be logged out at an unintended time.
In such cases, you can use the application by logging in again (by scanning the 2D barcode (QR code) for login). In such cases, you may be required to forcibly log out of your terminal at the exhibitors-only site.
*For details, please refer to the User's Guide.
- Since there is no countermeasure for the above iOS logout at this time, use of Android devices is recommended.
*All functions of this application can be used on iOS devices without problems, except for the occurrence of logout.

Reference Data Output Items

Business card information

Business card information includes the following information entered by visitors in the web pre-registration.

Name / Company / Department / Position / Address / Telephone number / E-mail address

Business card information not entered by the visitor will not be output.

Visitors carrying badges that do not have a QR code (two-dimensional barcode) attached to them will not be supported. (Chest band bearers, VIP registrants, members of the press, visitors under school age, and other related badge bearers)

Notes on Data to be Delivered

The character encoding of the CSV file that can be downloaded from the exhibitors-only site is Shift-JIS.

For inquiries regarding PWA type details, please contact

CoreDB ScanQuick, SEPTET Inc.

E-mail: scanquick@septet.co.jp TEL: +81-(0)3-6387-3177

Kakei Building Aoyama 3F, 2-6-9 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan

How to satisfy your visitors more at the exhibition

2. Business Lounges

Business lounges will be set up in exhibition halls for exhibitors to hold meetings at the exhibition. These lounges can also be used for meetings with guests or business negotiations.

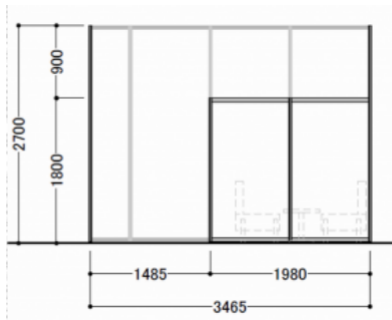
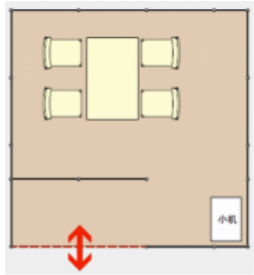
Outline

- ① Available
At 10:00 a.m. to 5:00 p.m. from Tuesday, October 15 to Friday, October 18
- ② Location
In the exhibition site, etc.
- ③ Fees
Free of charge (an exclusive lounge for exhibitors)

How to use

The details of its usage and location will be announced in late September.

- Construction Image



3. Reception Room

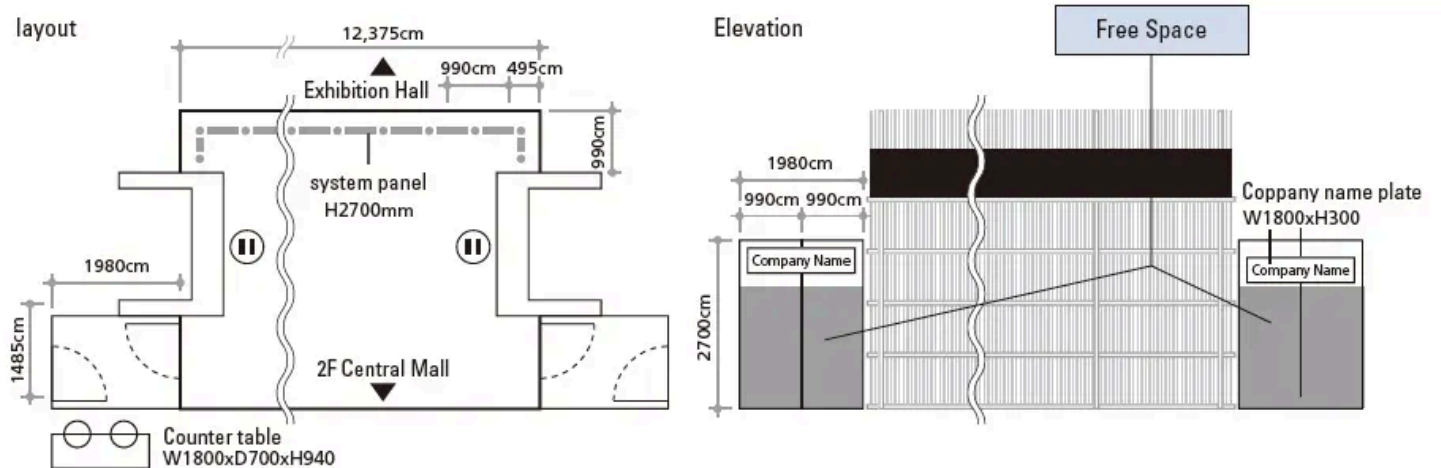
Deadline **August 02**

Reception rooms will be set up on the 2F Central Mall in the International Exhibition Halls for exhibitors to use for product introductions to visitors such as business entertaining, business meeting, workshop and event.

Exhibitors who wish to use the reception rooms are requested to submit the **Application for Reception Room / Demonstration Room <No.40>** to the Japan Electronics Show Association (JESA) by **Friday, August 02**.

Applications will be accepted from **10:00 a.m.(JST) on Tuesday, July 23** on a first-come-first-served basis. Please note product displays and demonstrations are prohibited.

- ① **Room Specifications**
 62m²(4.9m×12.7m)
 Electricity socket(single-phase 100V · 200V, triple-phase 200V)
 *You will be charged ¥11,000 per 1 kW separately for the cost of primary mains work and electricity rate. Counter tables, counter chairs
- ② **Location**
 Central Mall 2F Proseminum Decks (Hall 7)
- ③ **Room Charge**
 ¥1,650,000 (tax included)
- ④ **Open**
 Show period: Tuesday, October 15 – Friday, October 18
 Load-in period: Sunday, October 13 – Monday, October 14
- ⑤ **Use**
 Restricted to product introductions to visitors such as business entertaining, business meeting, workshop and event
- ⑥ **Note**
 - Product displays and /or demonstrations are prohibited.
 - Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall expect on the 2F aisle and on glass area are prohibited.
 - Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
 - Concerning electricity use, enter the capacity in accordance to the [“Application for Electrical Power Supply” <No.3>](#) . (see D-2 5)



Location Image

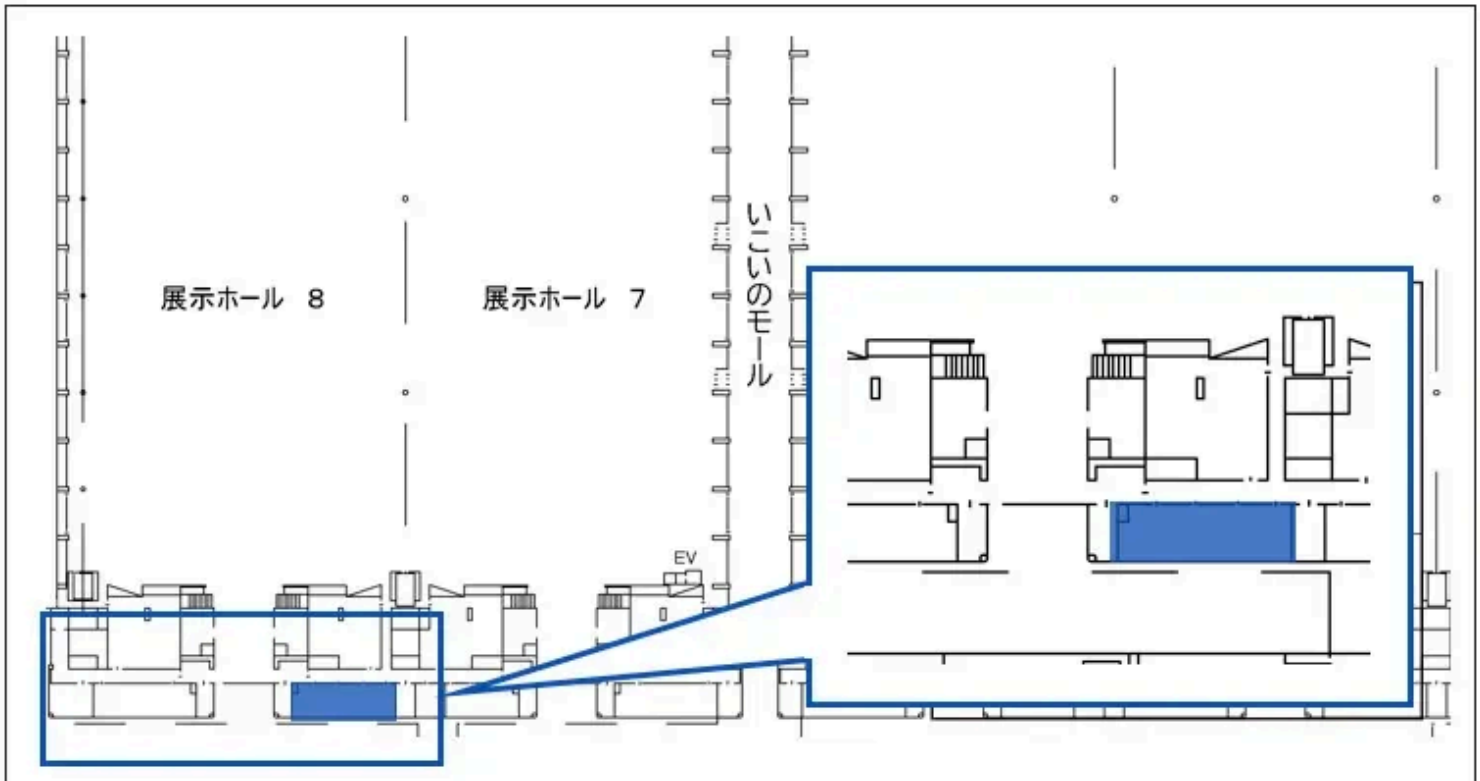


4. Use of Demonstration Room

Deadline August 02

Demonstration rooms will be set up for exhibitors to promote their products in an audiovisual environment that encourages better communication with customers. Exhibitors who wish to use the Demonstration rooms are requested to submit the Application for **Reception Room/Demonstration Room <No.40>** to the Japan Electronics Show Association by **Friday, August 02**. Applications will be accepted from **10:00 a.m. (JST) on Tuesday, July 23** on a first-come-first-served basis. Demonstration Rooms are intended to let visitors experience audio and visual technologies and products, and are therefore limited to use for demonstrations. These rooms may not be used to exhibit products other than those used in demonstrations.

Location



① Room Specifications

116m²

② Location

Meeting Room HALL8,1F

③ Room Charge

¥1,100,000 (including consumption tax)

④ Open

Show period: 10:00a.m.-5:00p.m., October 15(Tue.)-October 18 (Fri.)

Load-in period: 9:00 am at October 13 (Sun.)-October 14 (Mon.)

⑤ Schedule

By September 6 (Fri.)	Submit "No.2 Display Contractor Registration Form" and "No.3 Application for Electrical Power Supply".
October 13 (Sun.)	Work starts at 9:00 a.m.

⑥ Notes

- Demonstration Rooms are limited to use for demonstrations of sound and image. Products other than those used in demonstrations may not be exhibited.
- After applying to use a Demonstration Room, please submit your floor plan for review and confirmation by the Management Office.
- Fittings and other equipment to be installed in Demonstration Rooms should be prepared by the exhibitor.
- Electric sockets will be basically installed twenty peaces by secretariat. Electricity construction (after the setup of distribution boards) should be carried out by the applying exhibitor.
- Power consumption fees will be paid by the exhibitor. Please submit your construction diagram and capacitance to the Management Office in advance.

- Demonstration Room door locking will be handled by the Management Office, so please contact the office to lock and unlock these doors.

1. Web Banner Ad / Mail Magazine Text Banner Ad

Effective ad tools are available to disseminate your information before, during, and after the exhibition.

Web Banner Ad

The CEATEC Official Website provides exhibition information and the latest information from exhibitors, host organizations, and media partners, and thus attracts a huge number of users and media both in Japan and overseas before, during, and after the show.

The CEATEC Official Website had the following accesses.

*A session is defined as a series of clicks by a single visitor from the start of access to the end.

To apply, fill in the **Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association.

Applications will be accepted on a first-come, first-served basis beginning at 10:00 a.m. on Tuesday, July 9. (JST)

Number of sessions: 764,603 (Aug 23 - Oct 31 in 2023)

Method of displaying ads

Ads randomly appear in the banner space on the top page of the CEATEC Official Website.

Period of Appearance

September 2 (Mon) to October 31 (Thu), 2024

Ad rates

Code Number	Item	Posting Size (pixels)	Ad rate (including consumption tax)	Number of applications
W-1	Normal banner	W320×H100	¥550,000	6
W-2	Banner displayed in the middle of the page	H336×W280	¥330,000	3

Ad Submission

- **Send to**
Japan Electronics Show Association
- **Data format**
File size: Max. 150 KB
File type: GIF, JPEG, PNG
 - * Contact the Management Office for submission in a different format.
 - * Banners are displayed on both the Japanese site and the global site. It is recommended that a single banner be produced in both Japanese and English, or two banners (one in Japanese and the other in English).
- **How to submit**
Please email uncompressed data.
Specify the links to your English and Japanese websites.
Send to: exhibitor2024@ceatec.com

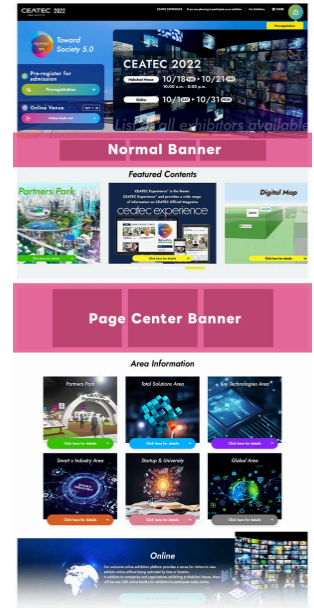
Mail Magazine Text Banner Ad

CEATEC issues the CEATEC Mail Magazine to previous visitors and provides them with a wide range of information about the coming show. This magazine promotes pre-registration, increases page views of the Official Website, and raises the level of expectation for this year's show. Exhibitors can post a text banner ad in this mail magazine.

To apply, **Application for Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association.

(1) Distribution

It will be distributed to previous visitors who requested upcoming information (approx. 300,000 visitors).



(2) Issue schedule

Up to three banner ads will be accepted for every issue on a first come, first serve basis.

Issue date	
September 18 (Wed)	October 11 (Fri)
September 25 (Wed)	October 15 (Tue)
October 2 (Wed)	October 16 (Wed)
October 8 (Tue)	October 17 (Wed)
September 9 (Wed)	October 18 (Fri)
October 10 (Thu)	

Banner ad can also be submitted for the 10/14 (Mon.) through 10/18 (Fri.) issues.

(3) Format

Text

-Japanese: Maximum 266 Japanese (2-byte) characters (38 characters × 7 lines)

-English: Maximum 532 characters (76 characters × 7 lines)

Banner

-Size: W600px*H200px (less than 500KB)

-File format: JPEG format, PNG format

(4) Notes

- Content is limited to CEATEC 2024 exhibit information.
- Exhibitor's name and booth number should be included.
*Booth numbers are not required for exhibitors exhibiting only at the online venue.
- Three advertisements will be placed and distributed per distribution, but please note that the order in which the advertisements are placed will be in the order of application.

(5) Ad rate

Code number	Item	Ad rate (including consumption tax)
M-1	M-1 Mail Magazine Text Banner Ad	¥220,000/one magazine

(6) Ad Submission

1. Deadline
Friday of the previous week of the desired distribution
2. Send to
Japan Electronics Show Association
3. How to submit
Email to: exhibitor2024@ceatec.com

CEATEC offers various ad spaces both inside and outside the venue so that exhibitors can effectively increase their publicity and draw visitors to their booth. Don't hesitate to take advantage of this ideal advertising opportunity.

To apply, fill in the **Application for Promotion Menu <No.19>** and send it to Japan Electronics Show Association by **July 31 (Wed.)**.

Eligible Applicants

CEATEC 2024 exhibitors

Period of Appearance

October 15 (Tue.) to 18 (Fri.)

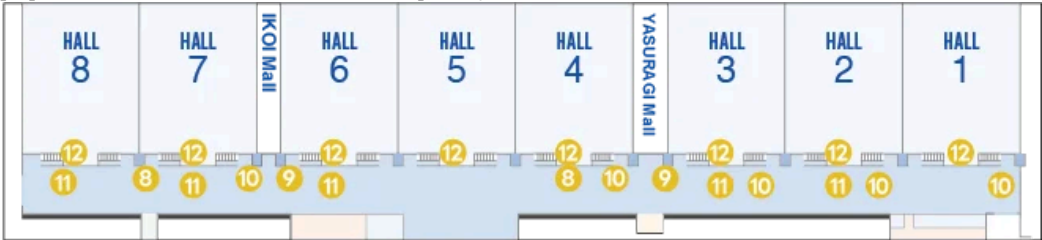
Application Method and Period

How to apply	Please fill out the "Application Form" and send it to us by e-mail.
Where to apply	CEATEC Management Office
Application Form	Application Form *Applications will be accepted in the order in which they are submitted.
Apply to (E-mail)	contact2024@ceatec.com
Application Period	Thursday, February 15, 2024 - Wednesday, July 31, 2024 *Applications will be accepted in order of application, so please check the sales status at any time.
Change/Cancellation policy	Exhibitors who make changes or cancel after Thursday, August 1 will be charged 100% of the application amount as a cancellation fee.

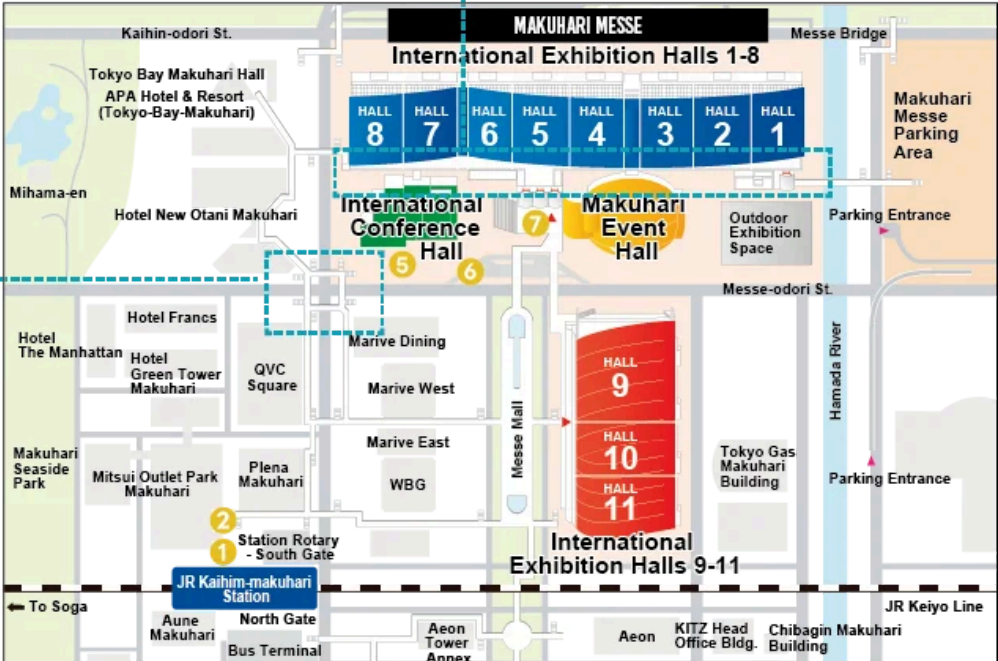
Ad Placement

*There may be situations where installation space for ad signage could be restricted due to conditions after the signs are positioned.

► Zoomed view of the 2nd floor Central Mall



▼ Zoomed view of the Rectangular Deck



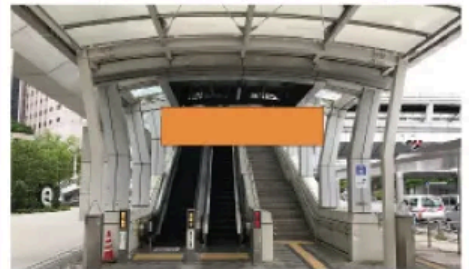
1 Banners on arched deck in front of the station (set of four)



2 Pillar signs in front of the station (set of six)



3 Banner on the 1st floor of the square deck (station side)



4 Banner on the 1st floor of the square deck (Messe side)



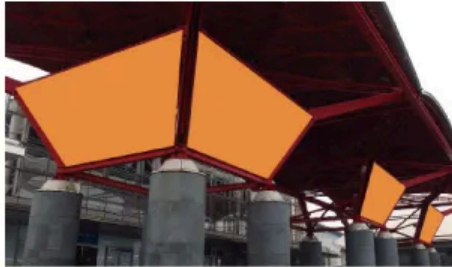
5 Outdoor bow-shaped signage (1 sign)



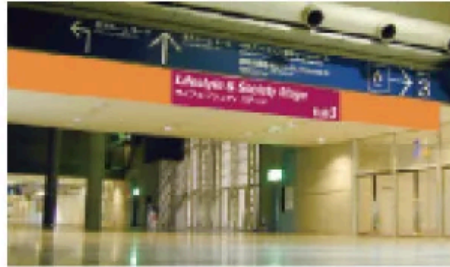
6 Event publicity sign



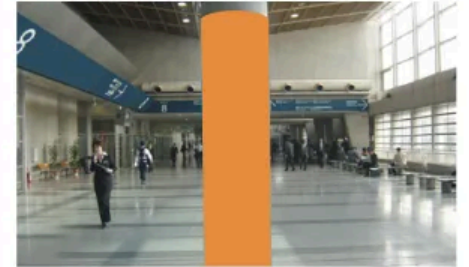
7 Central Entrance sheet signs (set of three surfaces)



8 Center Mall suspended signs (set of left & right, double-sided)



9 Central MALL Pillar-wrapped Sign (Set of 2)



10 Glass advertisement at the entrance to the halls, Center Mall



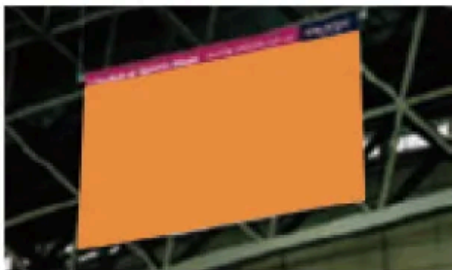
11 Glass advertisement in the lounge, Center Mall



12 Floor sign, escalator landing in the halls



Ceiling suspended banner inside the halls



13 Single surface

14 Double-sided

15 Three surfaces

16 Four surfaces

Rate

Code No.	Item names	Availability	Dimensions (mm)	Ad Rates (JPY, incl. consumption tax)
AD1	Banners on arched deck in front of the station (set of four)	1	W3500×H900	847,000
AD2	Pillar signs in front of the station (set of six)	1	W1413(φ 450)×H2800	1,320,000
AD3	Banner on the 1st floor of the square deck (station side)	1	W4000×H900	297,000

Code No.	Item names	Availability	Dimensions (mm)	Ad Rates (JPY, incl. consumption tax)
AD4	Banner on the 1st floor of the square deck (messe side)	1	W5400×H900	396,000
AD5	Outdoor bow-shaped signage (1 sign)	8	W600×H1800	88,000
AD6	Event publicity sign (1 sign)	4	W7500×H3300	1,298,000
AD7	Central Entrance sheet signs (set of three surfaces)	1	Consult	3,025,000
AD8	Center Mall suspended signs (set of left & right, double-sided)	9	W1500×H300	385,000
AD9	Central MALL Pillar-wrapped Sign (set of 2)	5	W990×H2700	990,000
AD10	Glass advertisement at the entrance to the halls, Center Mall	9	W2200×H1200	93,500
AD11	Glass advertisement in the lounge, Center Mall	5	W8000×H1800	682,000
AD12	Floor sign, escalator landing in the halls	8	W9000×H4000	1,342,000
AD13	Ceiling suspended banner inside the halls, single surface	Above the exhibit booth	W5400×H4000	1,155,000
AD14	Ceiling suspended banners inside the halls, double surface (double-sided)	Above the exhibit booth	W5400×H4000	1,595,000
AD15	Ceiling suspended banners inside the halls, three surfaces	Above the exhibit booth	W5400×H4000	2,200,000
AD16	Ceiling suspended banners inside the halls, four surfaces	Above the exhibit booth	W5400×H4000	2,640,000

Ad Submission

- Deadline: September 13 (Fri.), 2024
- Send to: Fujiya Co., Ltd. (Person in charge: Tamagawa and inoue)
3F Toyosu Prime Square, 5-6-36, Toyosu, Koto-ku, Tokyo 135-0061
Tel: +81-3-5548-2812
E-mail: ceatec@fujiya-net.co.jp
- How to submit: Use media such as CD-R, DVD-R, or E-mail
- Data format: Adobe Illustrator CS6 or lower (the artwork will be printed in color.)
- Please do not forget to include your booth number in the ad signs.

Artwork production service

We provide artwork production services (separate fee) if you require advertising artwork to be completed.

Notice:

About outdoor advertisements

- Review of corporate advertising materials will be conducted based on the outdoor advertising ordinances of Chiba City.
- The following stipulations must be adhered to regarding design details.
 - Eligibility for the posting of advertisements will be limited to participants directly involved in the exhibition as exhibitors, sponsors, partners, etc.
 - Advertising content must not negatively affect the surrounding environs through the use of excessive black or primary colors.
 - Advertising content must not negatively affect the surrounding environs or impinge traffic safety through the use of fluorescent paint, light-emitting materials or highly-reflective materials, etc.
 - Adherence to Chiba City advertising standards guidelines Article 5 and Chiba City advertising standards Article 4 and Article 5 is required.
- Please be sure to indicate the event name, session, and the hall number to be used at Makuhari Messe.

4. If advertising content is determined as not consistent with information provided on the application, etc., ad postings may be cancelled by Makuhari Messe, Inc. Makuhari Messe and CEATEC Management Office will not be responsible for any damage resulting from removal of advertising.
5. Please note that the aforementioned details and/or ad placement locations are subject to change without notice due to public work commitments of Chiba City or Chiba Prefecture.

Ceiling suspended banner above exhibitor's booth

1. The ceiling suspended banner above exhibitor's booth will be set at the height of 8.5 meters from the floor to the lower edge of the banner and will be installed by CEATEC management office prior to the exhibitor's loading. However there are some locations where the banner cannot be installed with a height of 8.5 meters due to the venue building frame. Please contact CEATEC management office for details if considering installing the banner.
2. Please note in advance that truss of [the suspension structure](#) may contact in some instances. However we cannot accept any request to re-hang the banner at CEATEC management office. We ask such exhibitor to contact Kogeisha in advance to make adjustments.
3. The installer will do their best to hang from the desired position, however please understand that some misalignment may occur due to the condition of the hanging root of the building frame.

3. Rules for Advertising

CEATEC has the following criteria, with which all advertisements must comply in order to appear in the media offered by CEATEC.

Posting places will be decided on a first-come, first-served basis.

Place and size may be changed if we receive more applications than expected.

Rules for Advertising

- ① Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ② We refuse to publish advertisements that we believe correspond to any of the following.
 - Advertisements that fail to clarify who is responsible for their production
 - Advertisements with unclear content and objectives
 - Advertisements with false or exaggerated content that may be misconceived or misconstrued
 - Advertisements that breach or are in danger of breaching laws, ordinances or treaties
 - Advertisements we believe could damage the association or the reputation of the association
 - Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
 - Advertisements we believe are offensive to public order and morals
 - Advertisements that will or may deceive or cause concern to people who see them
 - Advertisements that affirm or glamorize violence, crime or gambling
 - Advertisements that use someone's trademark or copyright without permission
 - Advertisement that will or may defame or ostracize people
 - Advertisements that interfere with the smooth operation of this association
 - Other advertisements we believe are inappropriate