

Speaker Services Manual

Exhibitor Seminar

Dates **June 11 (Wed.) – 13 (Fri.), 2025**

Venue **Makuhari Messe (Chiba, Japan)**

Materials to be submitted

Please register at the Exhibitor's Website and keep the deadlines.

NO	Submissions content	Deadline	Ref	
1	Speaker and Seminar Information	March 21 (Fri.)	—	Required
2	PC Equipment / Handout Information	May 30 (Fri.)	P.9	Required
3	Presentation data ※ Please bring presentation data by USB memory on the day.	—	—	Required

Exhibitor's Website

<https://forest2.f2ff.jp/20250601/?lang=en>

We will send an invitation to set up a login ID/password to the e-mail address of the person in charge. Please set up your login ID and password by yourself by clicking on the "Set Login ID/Password" URL provided in the e-mail.

Notes on submissions

1. Speaker and Seminar Information

We will publish some of the information you have entered on the official website, products etc. However, in order to ensure uniformity in legal entity status and format, Show Management Office may adjust the input contents. In addition, corporate status will be omitted from the list of participating companies.

*Please check the exhibitor's website for details on the registration items.

2. PC Equipment / Handout Information

Please input the information such as the seminar equipment to be used and the content of the seminar as much as possible.

3. Presentation data

Please make it in PPTX format (PowerPoint 2007 or later). If you are using applications other than PPT, please submit in PDF form. We will erase your data after the session is over.

When creating data, **please specify slide size specification to 16: 9.**

Contact

Show Management Office c/o NANO OPT Media, Inc.

3F, Uni-works SHINJUKU GYOEN, 1-12-5 Shinjuku, Shinjuku-ku, Tokyo, 160-0022, Japan

Sales

E-mail: sales-info@f2ff.jp

TEL: +81-3-6258-0582

Marketing & Operation

E-mail: exhi-info@f2ff.jp

TEL: +81-3-6258-0584

Titles : Interop Tokyo 2025
Digital Signage Japan 2025
APPS JAPAN 2025
Vision AI Expo 2025

Period : June 11 (Wed.) 10:00 a.m. - 6:00 p.m. / Keynote 9:30 a.m. -
June 12 (Thu.) 10:00 a.m. - 6:00 p.m. / Keynote 9:30 a.m. -
June 13 (Fri.) 10:00 a.m. - 5:00 p.m. / Keynote 9:30 a.m. -
*Interop Tokyo Conference(Paid) : June 11 (Wed.) -13 (Fri.)

Venue : Makuhari Messe
2-1, Nakase, Mihama-ku, Chiba City, Chiba 261-8550 Japan
<https://www.m-messe.co.jp/en/index.html>
Exhibition : International Exhibition Hall 4-8

Number of Attendees : 150,000 (Incl. simultaneous holding events)

Admission : Admission free upon pre-registration

Interop²⁵ Tokyo

Interop Tokyo 2025 (since 1994)

Organizer : Interop Tokyo Steering Committee

Management : Internet Association Japan / NANO OPT Media, Inc.

Special Support : WIDE Project

Website : <https://www.interop.jp/en/>

DSJ2025 Digital Signage Japan

Digital Signage Japan 2025 (since 2009)

Organizer : Digital Signage Japan Steering Committee

Management : Digital Signage Consortium / NANO OPT Media, Inc

Website : <https://www.dsignage-expo.jp/en/>

APPS JAPAN

APPS JAPAN 2025 (since 2014)

Organizer : APPS JAPAN Steering Committee

Management : NANO OPT Media, Inc

Website : <https://www.apps-japan.jp/en/>

Vision AI Expo

Vision AI Expo 2025 (since 2023)

Organizer : NANO OPT Media, Inc / Alsmiley, Inc.

Management : NANO OPT Media, Inc

Website : <https://www.vision-ai-expo.jp/en/>

The handling of personal information at Interop Tokyo, Digital Signage Japan, APPS JAPAN, Vision AI Expo events (hereafter called “this Event”) organized by the Steering Committee or NANO OPT Media In care entrusted to as Show Management Office (hereafter called “the Office”) for this Event.

1. The Office will oversee the handling of personal information at this Event to ensure that it is managed appropriately in accordance with its own Privacy Policy and Privacy Statement. Please read our Privacy Policy. (<https://nanooptmedia.jp/privacy#eng>)
2. The personal information entered will be used in the operation and management of this Event and to provide notification of forthcoming events. The Office will send out direct mail via the post, e-mail, or fax, or use distribution proxy services to provide information on IT-related events, exhibitions, and conferences to be organized by the Office.
3. The Office may outsource the handling of personal information for the sending of notices and information, etc. In such cases, the Office will ensure that the personal information is handled appropriately.

– INQUIRIES –
NANO OPT Media, Inc.
E-mail: nom-info@f2ff.jp

Handling of Personal Information by Exhibitor

When exhibitor obtains visitor's Personal Information data by questionnaire and so on in your session, Personal Information should be protected under each exhibitor's privacy policy.

■ Management of Personal Information that Show Management Office office provides exhibitor

Personal Information such as registrant's name, job title, company name, address, city/town, state/province, zip/postal code, country, phone number, fax number, email address of participants all those who attended or registered in your sessions of the event is to be provided after exchanging “Agreement on Obtaining of Personal Information” by secure method.

Each exhibitors have to handle personal information properly under each privacy policy and Personal Information Protection laws and other related regulations of government.

■ Offer of Personal Information

Office will provide only to the company identified as “receiver” on the session schedule which will be on official web site, printed literatures, and on-site signage.

*Once attendee registration of your session started, it is impossible to add the “receiver” .

Please note that the following Personal Information data will not be provided.

- Registrants who changed to other session or canceled.
- Test data of Show Management Office.
- Data refused offering of Personal Information from the visitor after registration.
- Data judged deletion for Protection of Personal Information and other reasons of Show Management Office.
- For those considered to be deleted by reasons other than the above.

Portrait rights

By entering the event, all visitors and all persons entering, including related parties, are consented to being filmed and photographed. This videos and photographs may be used for promotion/marketing material across all our various websites and in print media.

Personal information provided to Exhibitors

Personal information (business card information) of pre-registrants (attendees on the day of the exhibition) will be provided in accordance with the [Confirmation of Data Delivery] that exhibitors agreed to when they logged in to the exhibitors-only website for the first time. The data will be provided in a secure manner one week after the end of the exhibition. All personal information provided should be handled under the management responsibility of each exhibitor and in compliance with the Personal Information Protection Law and other applicable laws and regulations.

[Confirmation of Data Delivery] (Sample of text)

https://frm.f2ff.jp/interop/2025/manuals/Agreement_E.pdf

*The data is processed only in JAPANESE.

*Please note that lead data source is the information captured upon registration, that is given by the registrant. Data cleansing, cleaning and translation are not performed.

*The visitors information is those who pre-registered or attend your session.

Data delivery details

1. Schedule: approximately 1 week after the show.
2. Method of delivery: Personal data will be able to be downloaded from the Exhibitor's website or secure file transfer system.
3. Data format: CSV file (The data is processed in JAPANESE.)

Exhibitors shall not do any of the following acts without prior written consent of the Organizer:

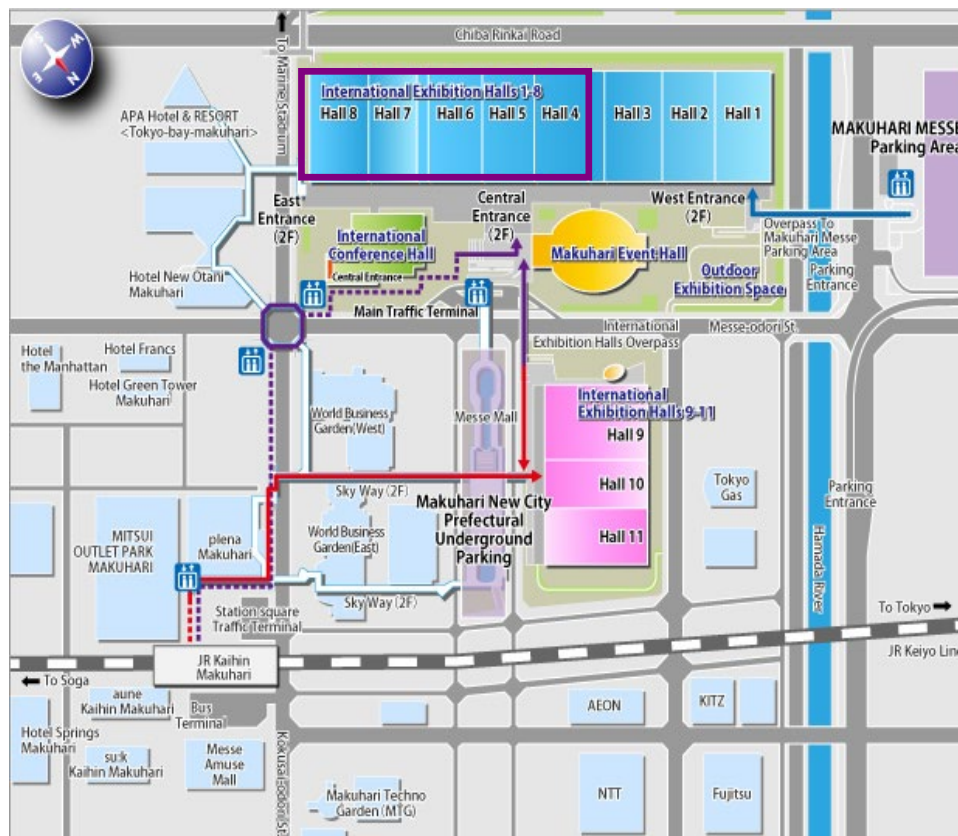
(in case of participation in the Event by making, giving or holding a presentation or seminar, the term “exhibitor,” “exhibition” or “exhibition space” being hereinafter replaced with “presenter,” “presentation” or “presentation space”)

1. Exhibition, display, introduction, distribution or any other business activity of or relating to products or services that are deemed by Organizer to be inappropriate in light of the purpose of the Event or to prevent the smooth progress of the Event such as nuisances to other participants or visitors;
2. Other than the item (1) above, any nuisances to the Organizer, other participants or visitors;
3. Violation of law, act against public policy, infringement on intellectual property right, portrait right, right to privacy, reputation or any other right or interest of the Organizer or a third party (including other participants or visitors; the same applies hereinafter), torts, criminal offense or any other act related thereto;
4. Transfer or resale of the right to use all or part of the exhibition space or sublease of all or part of exhibition space;
5. Reverse engineering, decompiling, disassembling, duplication, alteration, adaptation, addition, processing or change of computer systems, computer networks, software, equipment, device or facilities or technical information related there to that is/are required to hold or operate the Event (collectively, hereinafter referred to as the “System”);
6. Access to the System for the following purposes:
 *For benchmark of the System including measurement of availability, capability or functionality of the System;
 *For competing purpose including development of a product or service to compete with the Event or the System; or
 *For duplication of feature, function or graphics of the Event or the System;
7. Act that places excessive burden on the System;
8. Act to obstruct or are likely to obstruct management or operation of the Event or the System;
9. Unauthorized access, compromise, hacking or cracking to the System or any attempt thereof;
10. Act to interfere with or snarl accuracy, integrity, safety, utility or legality of the Event, the System or data of or relating to a third party contained in the System;
11. Use of other participant’ s ID or password, or participation in the Event or use of the exhibition space by impersonating a third party or by using anyone else’ s name or a fictitious name;
12. Promotion, advertising, soliciting or business activity at the Event or through the System without prior permission of the Organizer;
13. Collection of information on other participant (including registered items and personal information);
14. Act that brings, or causes detriment, damages, loss or unpleasantness to the Organizer or a third party;
15. Storing, sending, transmitting or making available for transmission the information that falls or the Organizer deems to fall into any of the following categories:
 *Information containing excessively violent or cruel expression
 *Information containing computer virus, computer worm, Trojan horse, time bomb, spyware or any other detrimental computer program;
 *Information containing expression that defames, or damages the credit of, the Organizer or a third party;
 *Information containing excessively obscene expression;
 *Information containing expression promoting discrimination;
 *Information containing expression promoting suicide or self-injury;
 *Information containing expression promoting inappropriate use of drug;
 *Information containing expression that gives unpleasantness to others;
 *Information for the purpose of the first encounter with a person of the opposite sex;
 *Information requesting the spread of some information to a third party such as chain mail; and
 *Information containing antisocial expression;
16. Giving benefits to antisocial forces such as organized crime group, or any other act that promotes activities of antisocial forces or that is suspected to contribute to the operation of antisocial forces;
17. Act that conflicts or may conflict with the rules regarding the Event or use of the System;
18. Act that, directly or indirectly, causes or facilitates any act set forth in the items 1. through 17. above; and
19. Any other act that is deemed by the Organizer to be inappropriate.

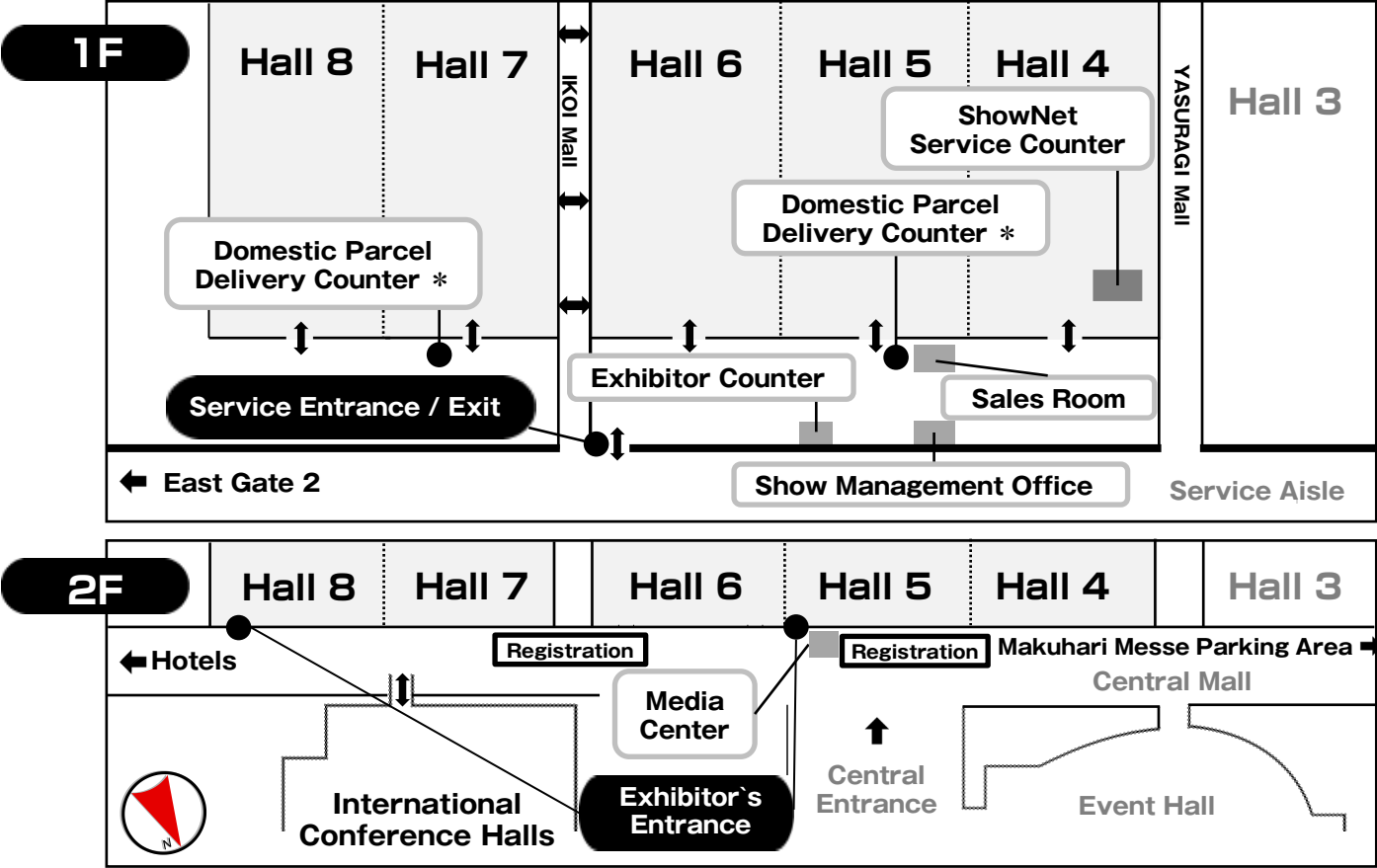
If the Organizer judges that an exhibitor is likely engaging in any act set forth above, the Organizer may check the usage conditions, status, situation and the like regarding the exhibition space, and may take any measures that it thinks appropriate including suspension of exhibition by the exhibitor (provided, however, that the Organizer shall not be required to take such measure.). Even if such measure taken by the Organizer causes damages, loss or expenses to the exhibitor or any third party, the Organizer shall not be liable for any such damages, loss or expenses in any respect.

Please refer to Makuhari Messe Access Guide.

<http://www.m-messe.co.jp/en/access/index.html>



- JR Kaihin Makuhari Station (JR Keiyo Line) ⇄ 5min. walk
- JR Makuhari Hongo Station (JR Sobu Line) ⇄ 16 min. by local bus
- From New Tokyo International Airport (Narita), Approx. 30 min. by car via the Higashi Kanto Expressway. Exit at the Wangan Chiba Interchange. ⇄ 5 min. to Makuhari Messe
Access by Limousine Bus is also available.
- * Car Parking - Makuhari Messe Parking Area
Open: 8:00am-11:00pm (No entry after 9:00pm) ¥1,000 per day



Show Management Office	Hall 5, North side (1F)
Sales Room	Hall 5, North side (1F)
Exhibitor Service Room – INQUIRIES – (booth decoration, rental furnishings and electrical work)	Hall 5, North side (1F)
ShowNet Service Counter	Hall 4 (1F)
Domestic Parcel Delivery Service Counter *June 13(Fri.) only	Hall 5 / 7, North side (1F)
AiMeet(smartphone) Delivery Counter	AiMeet information booth (1F)
Media Center	Central Mall (2F)
	Hall 5 / 8 (2F)
Exhibitor's Entrance during the working hours	* [June 8(Sun.) only] This entrances set up in Hall 5 / 7 (2F).
Service Entrance/Exit during the overtime working hours	Hall 6 / 7, North Side (1F)

[Service Facilities]

Please refer to the official site of Makuhari Messe for details.

<https://www.m-messe.co.jp/en/facility/index.html>

Standard equipment

- Podium × 1
- Presentation PC (Lap top)*Windows 11, Microsoft Standard 2021, Japanese Version
- 120-180 inch Screen (16 : 9) × 1
- Projector (up to XGA/ connector endview : HDMI) × 1
- Internet connection (ShowNet) × 1
- Microphone × 3
- Laser pointer × 1

- Equipment arrangements other than basic equipment

If you use other equipment, please consult Show Management Office. We will arrange it for a fee. Please note that we might not be able to arrange, due to the specifications of the venue.

- Confirmation environment of session data creation

Please confirm OS and Office version when creating. Because there is a possibility that trouble may appear on display due to environmental difference, If the environment for data creation and the specification for session PC (described above) are different, we recommend bringing in a PC.

*When creating data, **please specify slide size specification to 16: 9.**

- In case of bringing a session PC

The shape of the connector to projector is **HDMI**. If you bring in a PC or mobile terminal that does not have the corresponding interface, please bring a conversion adapter to the above connector. Show Management Office will not provide it, so be sure to bring it in. Also, please use security measures when using the Internet.

- In case of connecting multiple PCs simultaneously

The PC prepared by Show Management Office is one per venue. If you are using more than one PC, please bring your own personal computer after the second one. However, please note that simultaneous projection is impossible.

Preliminary preparation · Procedure for distributing materials at the venue

Show Management Office's staff will support distribution and collection of your brochures, attendee survey on site. If you would like to distribute session materials and corporate outline at the time of the session, please fill in the details in the "PC Equipment / Handout Information" section on the exhibitor's website and prepare them as follows..

- Important notice on advance preparation

- Please prepare session materials for audiences at each company. (Show Management Office will not print materials.)
- Regarding the quantity, please prepare the required number based on the number of seats at the venue (Interop : 60 seats, DSJ / APPS / Vision AI : 80 seats) plus a reserve (approximately 20 copies), and refer to the pre-registration status of your company's sessions.
*Please contact each sales representative for pre-registration status.
- Distributing materials have to be one set including survey. If you have more than one distributing item, please enclose them in the envelope or proper bag prior to the show. There is no space for enclosing distributing materials on site and Show Management Office will not enclose materials.
- In case of setting up a business card pasting column in questionnaire, please paste double-sided tape in advance.
- The collected questionnaire and the rest of the materials will be delivered to the booth by the staff. If you do not have a booth, we will give them to the person in charge or the speaker at Show Management Office so please be sure to drop in at Show Management Office after the session. Please note that we can not keep them for a long time at Show Management Office or return at a later date.

- Distribution of materials / Staff

Distribution of materials to audiences before the start of the session will be carried out by Show Management Office staff.

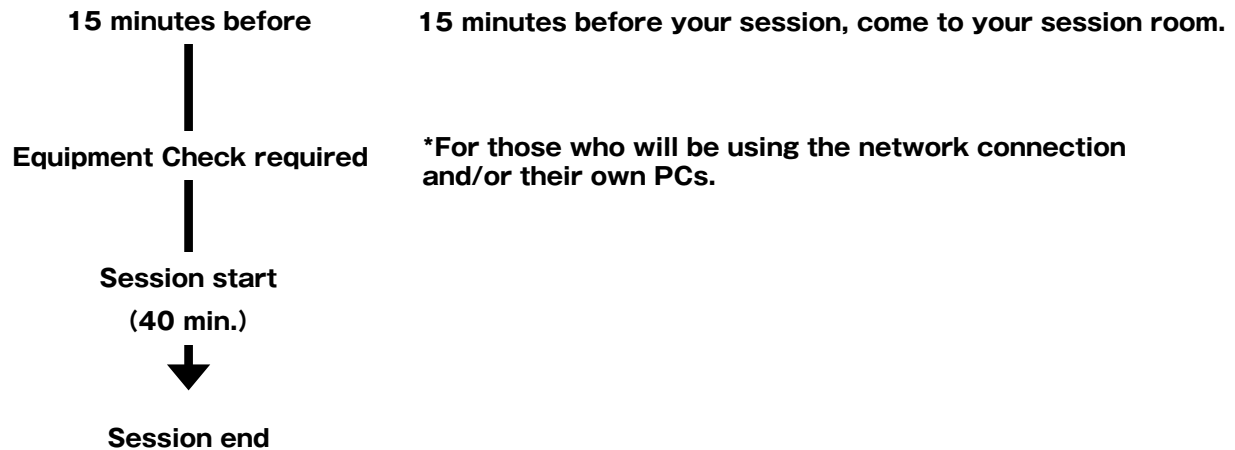
Distribution of brochures, survey, etc.

Show Management Office's staff will support distribution and collection of your brochures, attendee survey on site. Distributing materials have to be one set including survey. If you have more than one distributing item, please enclose them in the envelope or proper bag prior to the show. There is no space for enclosing distributing materials on site. Please provide appropriate number of sets by asking the registration status to our sales staff. When sending distribution to the venue via delivery services, please make sure to specify the delivery date.

Delivery date	<u>Delivery date : June 10</u>
Receiver's address	Event Name: Interop Tokyo 2025 Session No.: <u>xxxx</u> Exhibitor Name: <u>xxxxxxxxxxxxxxxxxx</u> Hall5 "Show Management Office" 2-1 Nakase, Mihama-ku, Chiba 261-8550, Makuhari Messe TEL : 03-6258-0584

On-site Schedule (tentative)

**15 minutes before your session,
come to your session room with presentation data.**



***Please bring presentation data by USB memory on the day.**

**Exhibitor badge may be issued during the regulated working hours, in
exchange for business card at Exhibitor's Entrance, Hall 5, 2F**

Notes

- **Equipment connection test**
You can test to session just before the start. It other times it is not provided.
- **Official seat**
Each session, we will prepare the officials seat in front of podium.
Exhibitor can use only your session.
- **Photographing**
 - Visitors photograph in the seminar is prohibited.
 - Show Management Office will issue "Press" badge to press representatives for photographing, which must be worn at all times. Exhibitors are requested to cooperate with those photographers.
 - If you would like to take your company session photograph, we will offer armband for photography.
 - If you do not allow the press of entry and taking photograph, please contact Show Management Office in advance.
- **Exhibitor's badge**
Please wear the badge at the venue.

Promotional Activities

Direct Mail and E-mail

We will implement the direct mail plan taking advantage of each media.

It will include registration for the exhibition, distribution of information to the attendees by paper-based direct mail, which has a high retention rate, and by e-mail, which has a high degree of immediacy.

■ E-mail

Interop Tokyo : Approx. 200,000 e-mails are to be distributed before the opening.

Digital Signage : Approx. 50,000

APPS JAPAN : Approx. 50,000

Vision AI Expo : Approx. 30,000

■ Direct mail

Interop Tokyo : 300,000 direct mails are to be distributed.

Digital Signage : 50,000 issues

APPS JAPAN : 30,000 issues

Vision AI Expo : 30,000 issues

Main Targets:

- ◇ Attendee data, registered and on-site registration, of the past held event
- ◇ Selected attendees of exhibitions and seminars held by NANO OPT Media, Inc.
- ◇ Recipients of all affiliated media
- ◇ Members of all kinds of IT magazines
- ◇ Members of sponsorship and other related parties
- ◇ Selected personnel in charge of IT at the companies around the country

Advertising Plan

	Early Apr.	Mid Apr.	Late Apr.	Early May	Mid May	Late May	June
Email DM from Show Management Office							
Ad network							
Email/banner ads (industry media)							
Sending of invitation tickets							
Disseminating information from official SNS accounts							
Articles announcing the event in related media							

Media tie-up

Through tie-ups with multiple media sponsors, we will provide exposure through advance notices and special features, coverage during the event, and post-event articles.

6/11 (水) - 6/13 (金) 開催

展示会場内セミナー
講演配布物

幕張メッセ【Hall5主催者室】
運営事務局 行

6月10日 (火) 午前着指定

Exhibitor Name		Session Date	
		Session NO	
Name		TEL	
Contents			Number of items
			/

6/11 (水) - 6/13 (金) 開催

展示会場内セミナー
講演配布物

幕張メッセ【Hall5主催者室】
運営事務局 行

6月10日 (火) 午前着指定

Exhibitor Name		Seminar Date	
		Session NO	
Name		TEL	
Contents			Number of items
			/

Interop[®]25
Tokyo JUNE 11-13
MAKUHARI MESSE, JAPAN

DSJ2025
Digital Signage Japan

APPS JAPAN

Vision AI Expo