

Exhibitor Manual

Keynote

Dates

April 13 (Mon.) - 15 (Wed.) , 2020

Venue

**Makuhari Messe
(Chiba, Japan)**

※Please note that the contents in this manual are subject to change.

Show Management Office
c/o NANO OPT Media, Inc.
12F SHINJUKU L TOWER.1-6-1 Nishishinjuku,
Shinjuku-ku,Tokyo 163-1512,JAPAN
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<https://nanooptmedia.jp/en/>

● Contents / Contact	P.2
● About Handling of Personal Information	P.3
● Acts Prohibited	P.4
● Materials to be submitted	P.5

Sec.1 General Information	1 Event Profile	P.6
	2 Access to the venue	P.7
	3 Service Offices	P.8
Sec.2 Marketing and Press Activities	1 Promotion Activities	P.9
	2 Marketing Tool	P.10
Sec.3 Seminar Operation	1 Facilities of the venue • Handout materials	P.11
	2 Layout	P.12
	3 On-site Schedule (tentative)	P.13

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Sales dept.	TEL:03-6258-0582	E-mail: sales-info@f2ff.jp
Operation dept.	TEL:03-6258-0584	E-mail: keynote@f2ff.jp

About Handling of Personal Information

1. The handling of personal information at Interop Tokyo, Connected Media Tokyo, Digital Signage Japan, Location Business Japan, APPS JAPAN events (hereafter called "this Event") organized by the Steering Committee or NANO OPT Media Inc entrusted to as the Show Management Office (hereafter called "the Office") for this Event.
2. 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.
(<http://nanooptmedia.jp/privacy#eng>)
3. 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.
4. 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.

For — INQUIRIES —, please contact:

NANO OPT Media, Inc.

E-mail: nom-info@f2ff.jp

Prohibited Acts

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 thereto 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 likely 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, gives 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 to spread 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.

Materials to be submitted

List of Materials to be submitted

NO	Submissions content	check	Submission Deadline	How to submit	note
1	Speaker's Photo data (Web・Printed matter)	☐	Jan.17 (Fri.)	By Entry form ※Color/High resolution JPEG	Required
2	Speaker Information,/ the presentation title and abstracts ※DM material is changeable until Monday, Feb. 24.	☐	Jan. 17 (Fri.)	By Entry form	Required
3	Logo data (Web・Printed matter)	☐	Jan. 17 (Fri.)	By Entry form ※eps or ai File or High resolution JPEG	Required
4	PC equipment information	☐	Mar. 19 (Thu.)	By Entry form	Required
5	How to Visit	☐	Mar. 19 (Thu.)	By Entry form	In case of car Required
6	Lecture data	☐	Mar. 27 (Fri.)	By Entry form ※PPTX	Required

Notes certainly please verify

1. Speaker's Photo data

Please upload your photo data (color, high resolution JPEG format) taken of your upper body.

2. Speaker Information, / the presentation title and abstracts

We will publish some of the information you have entered on the official website, products etc. However, in order for the legal personality and style etc. to be unified, the secretariat may adjust the input contents.

3. Logo data

Please upload outlined eps or ai format data.

4. PC equipment information

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

5. How to Visit

In case of visiting by car (excluding taxi) we will send "Vehicle pass" in advance.

6. Lecture 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 lecture is over.

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

(Although correspondence is possible even at 4: 3, it is displayed in reduced size.)

If you are unable to make your submission before the deadline, please bring it in USB memory etc on the day.

The simultaneous interpretation from English into Japanese will be provided for your audience during your session. Therefore we would like to have your presentation materials by the above-mentioned due date as the interpreters need to prepare beforehand.

Concerning matters concerning press

The Secretariat has no particular restrictions by Press taking photos, recording, and creating articles based on that information.

Please contact the secretariat if the above restrictions are necessary.

Submitted Entry Form : <https://frm.f2ff.jp/keynote20/en.html>

IDName : speaker / Password : w6SeCS6C

1. Event Profile

Titles : Interop Tokyo 2020 / Connected Media Tokyo 2020
Digital Signage Japan 2020 / Location Business Japan 2020
APPS JAPAN 2020

Period : Exhibition: April 13 (Mon.) 10:00am - 6:00pm
April 14 (Tue.) 10:00am - 6:00pm
April 15 (Wed.) 10:00am - 5:00pm

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

Number of Attendees : 150,000 (planned)

Admission : ¥5,000 (incl. 10% consumption tax). Admission free upon pre-registration

Interop Tokyo 2020 (since 1994)

Organizer : Interop Tokyo Steering Committee
Management : Internet Association Japan / NANO OPT Media, Inc.
Special Support : WIDE Project
Website : <https://www.interop.jp/2020/en/>

Interop²⁰
Tokyo APRIL 13 - 15
MAKUHARI MESSE, JAPAN

Connected Media Tokyo 2020 (since 2006)

Formerly : IMC Tokyo - Interop Media Convergence -

Organizer : Connected Media Tokyo Steering Committee
Management : NANO OPT Media, Inc.
Website : <https://www.f2ff.jp/cmt/2020/en/>

Connected
Media TOKYO 2020
13 - 15 APRIL

Digital Signage Japan 2020 (since 2009)

Organizer : Digital Signage Japan Steering Committee
Management : Digital Signage Consortium / NANO OPT Media, Inc.
Website : <https://www.f2ff.jp/dsj/2020/en/>

DSJ2020
Digital Signage Japan

Location Business Japan 2020 (since 2012)

Organizer : Location Business Japan Steering Committee
Management : NANO OPT Media, Inc.

Location
Business
Japan 2020

APPS JAPAN 2020 (since 2014)

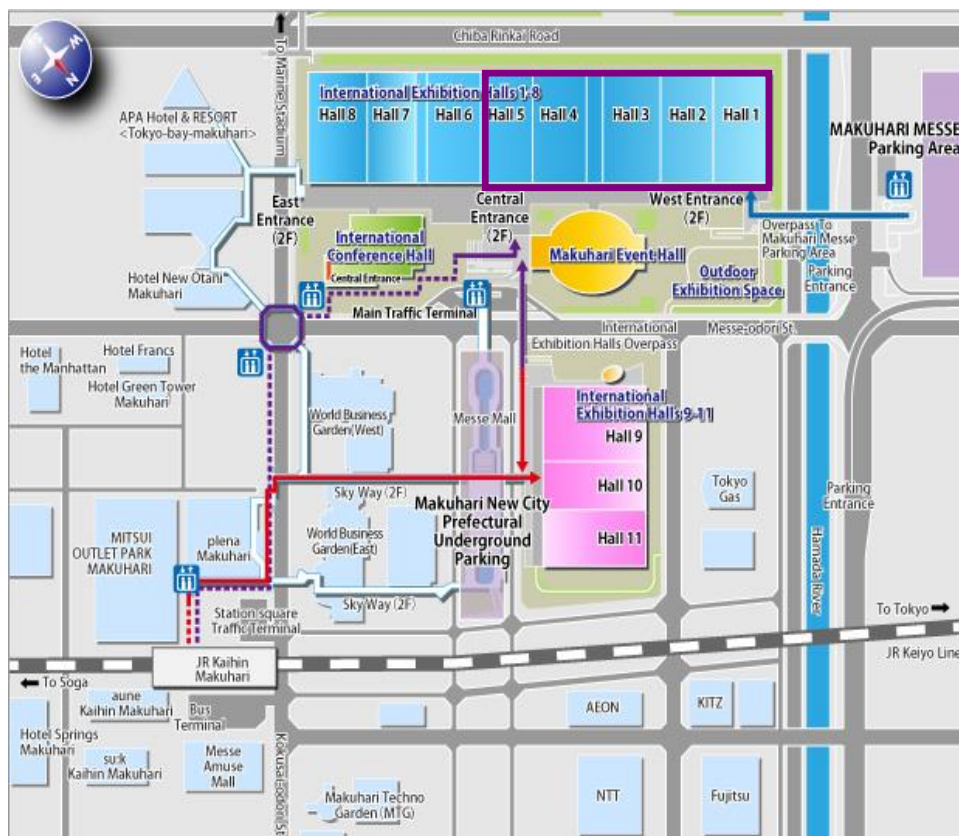
Organizer : APPS JAPAN Steering Committee
Management : NANO OPT Media, Inc.
Website : <https://www.f2ff.jp/apps-japan/2020/en/>

APPS JAPAN

2. Access to the Venue

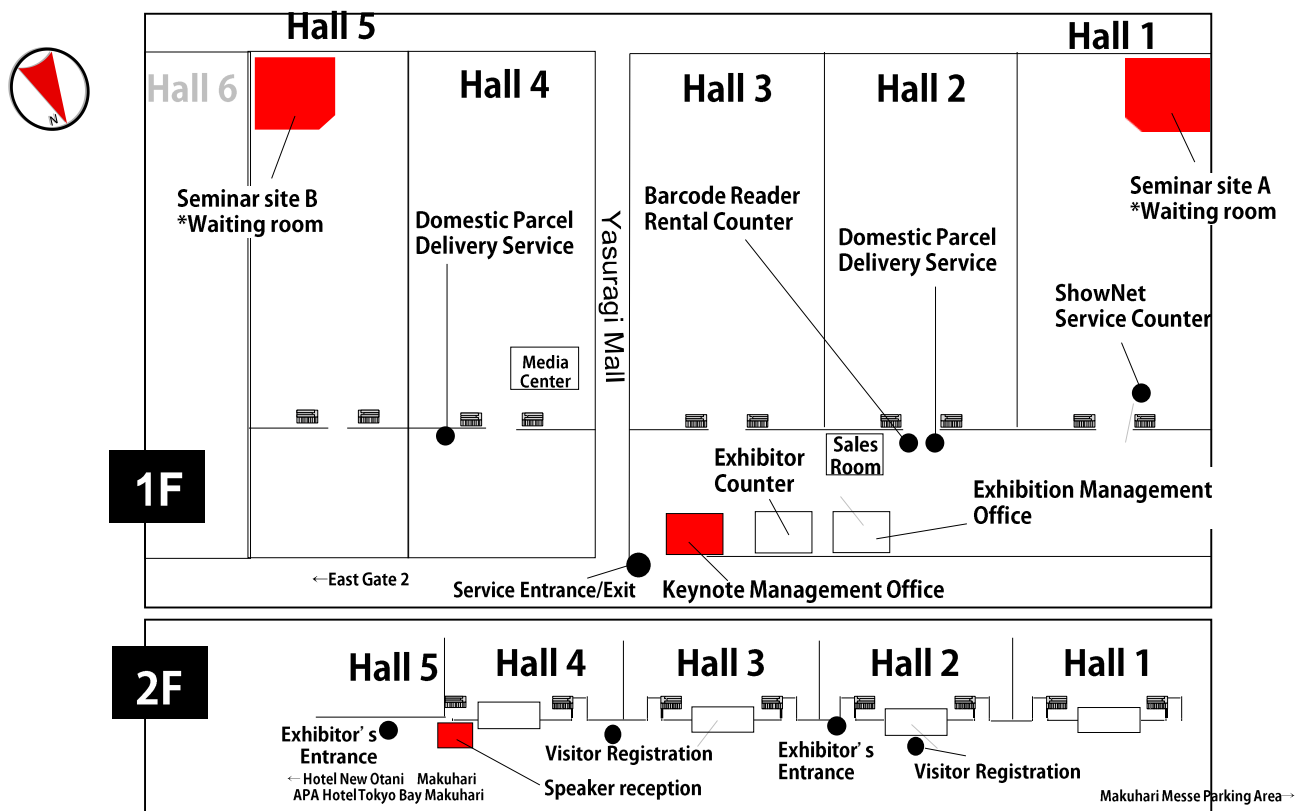
Please refer to Makuhari Messe Access Guide

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



- JR Kaihin Makuhari Station (JR Keiyo Line) ⇔ 7min. walk
- JR Makuhari Hongo Station (JR Sobu Line) ⇔ 15 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

3. Service Offices



Keynote Management Office	Hall 3, North side
Exhibition Management Office	Hall 2, North side
Sales Room	Hall 2, North side
Media Center	Hall Undecided
Exhibitor Service Room (— INQUIRIES — about booth decoration, rental furnishings, TEL/FAX and electrical work)	Hall 3, North side
ShowNet Service Counter	Hall 1
Domestic Parcel Delivery Service Counter	Hall 2, North side (April 15)
Barcode Reader Rental Counter	Hall 2, North side
Exhibitor's Entrance during the working hours	Hall 2 • 5,2F
Service Entrance/Exit during the overtime working hours	Hall3, North Side

Service Facilities

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

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

1. Promotion Activities

Direct mail and e-mail

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

It will include registration to 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 : Approx. 200,000 e-mails are to be distributed before the opening.

Connected Media : Approx. 40,000

Digital Signage : Approx. 50,000

Location Business : Approx. 50,000

APPS JAPAN : Approx. 50,000

■Direct mail

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

Connected Media : 20,000 issues

Digital Signage : 50,000 issues

Location Business : 20,000 issues

APPS JAPAN : 30,000 issues

Main Targets:

- ◇ Attendees 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

	last February	first March	middle March	last March	first April
Newspapers				●	●
Business Magazines		●		●	
IT Magazines	●	●		●	
Online Media	●	●	●	●	●

Media tie-up

Media Sponsors will have featured articles of the event which is expected to start from February.

2. Marketing Tool

Announce your NEW PRODUCTS at Media Center (FREE)

During the term of the exhibition, Media Center will have space to set your press kit.

You can set your press kit at this room to get more attention, and get more publicity.

Please prepare 100 sets of press kits and bring to Media Center on April 12, by 6:00pm.

We suggest to prepare not only catalog but also press release about your new products, etc.

1. Facilities of the venue · Handout materials

Standard Equipment

Standard equipment provided by the show management office in the presentation room.

- | | |
|---|--|
| 1. LED screen : W1500×H4800 (16 : 9) ×1 | 5. Confidence Monitor× 2 |
| 2. Remote controller | 6. Internet line (ShowNet) |
| 3. Microphone (headset or pin) | 7. Presentation PC (Laptop) (Windows 10(Japanese), |
| 4. Countdown timer | (Microsoft Office 2016) |

●Equipment arrangements other than basic equipment

If you wish to use other equipment, please consult the secretariat. 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 lecture 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 lecture PC (described above) are different, we recommend bringing in a PC.

●In case of bringing a lecture 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, you need a conversion adapter to the above connector. The secretariat will not provide it, so be sure to bring it in. Depending on the compatibility with the venue equipment, please note that trouble might appear on the display. Also, please use security measures when using the Internet.

●In case of connecting multiple PCs simultaneously

The PC prepared by the secretariat 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

Management Office staff will support distribution and collection of your brochures, attendee survey on site. If you would like to distribute lecture materials and corporate outline at the time of the lecture, please prepare it in the following manner after entering the details in No4 “PC equipment information” on “Keynote Speaker”.

●Important notice on advance preparation

- Please prepare lecture materials for audiences at each company. (The secretariat will not print materials)
- Regarding the quantity, please prepare the number of venue seating plus spare parts. (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 the secretariat will not enclose materials.
- In case of setting up a business card pasting column in questionnaire, please paste double-sided tape in advance.
- Please provide appropriate number of sets by asking the registration status to our sales staff.
- 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 the secretariat so please be sure to drop in at the secretariat after the lecture. Please note that we can not keep them for a long time at the secretariat or return at a later date.

●Distribution of materials /Staff

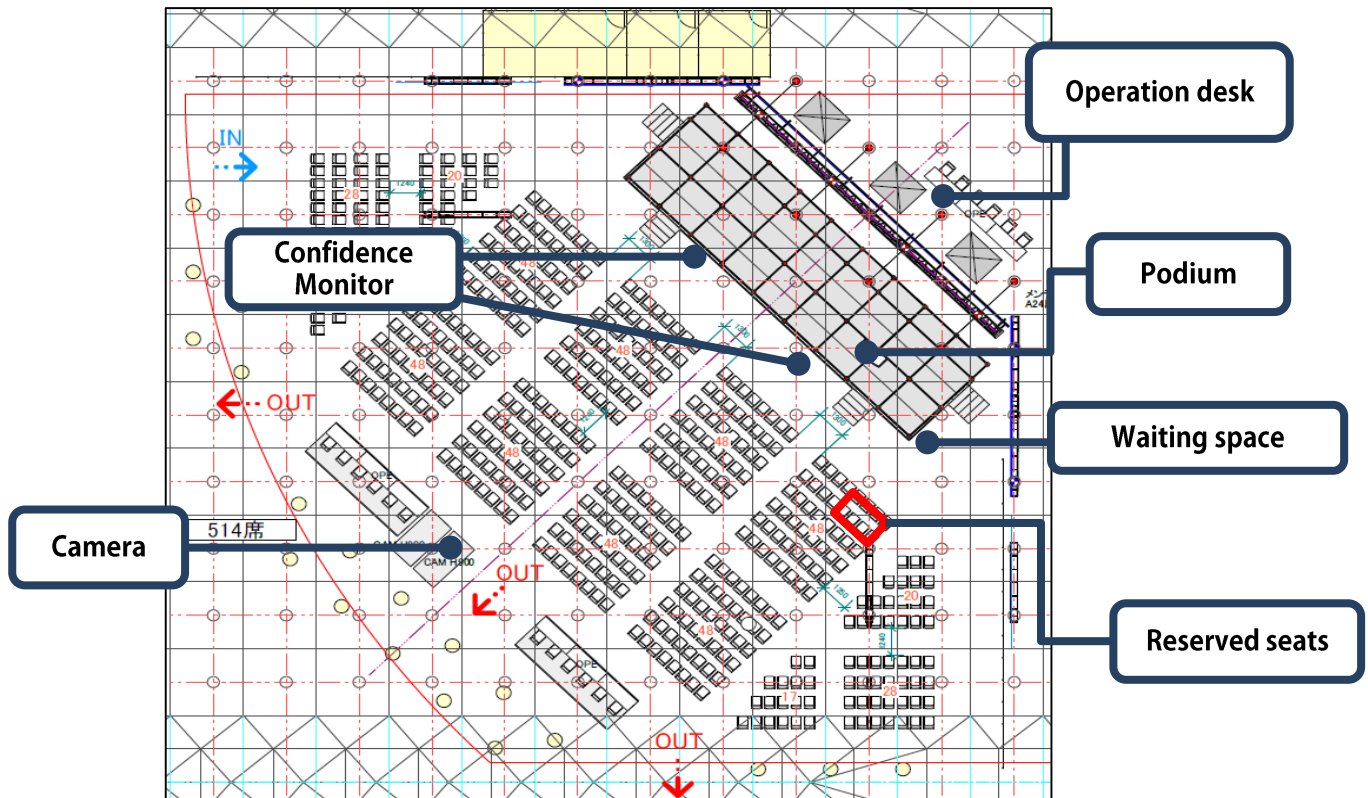
Distribution of materials to audiences before the start of the lecture and collection of questionnaires after the lecture (delivery of novelty) will be carried out by the secretariat staff.

●Notes on simultaneous interpretation session

The meeting time with interpreters will be announced separately from the secretariat around mid May. **We will share the lecture materials with interpreters, so please submit it until the deadline.** Please also cooperate in submitting both documents in case of preparing materials both in Japanese and English.

2. Layout

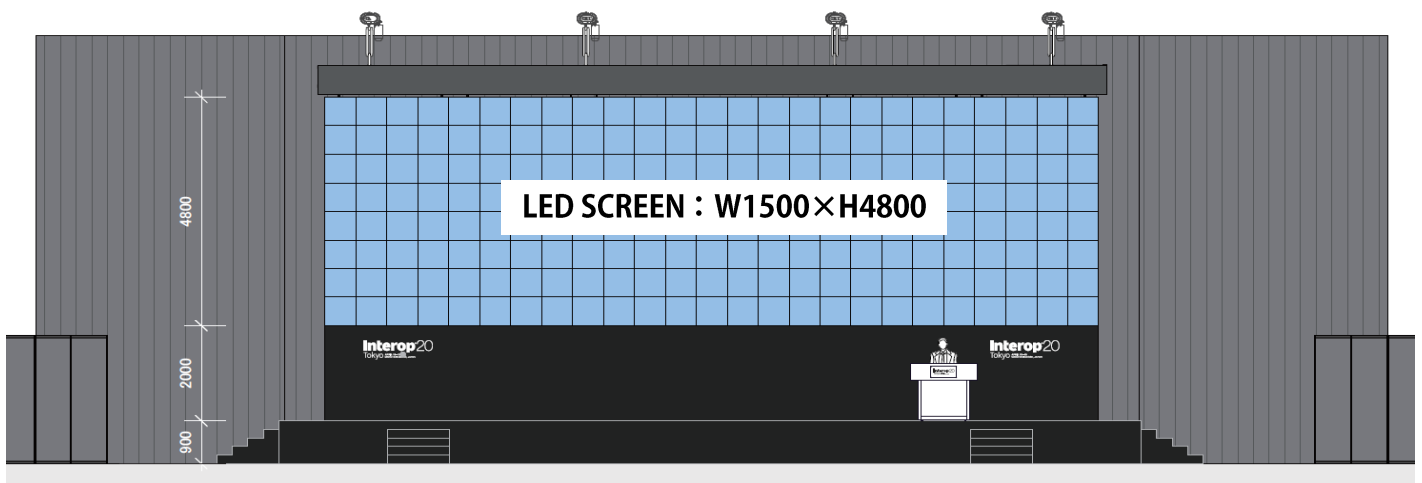
Layout (Hall1 image)



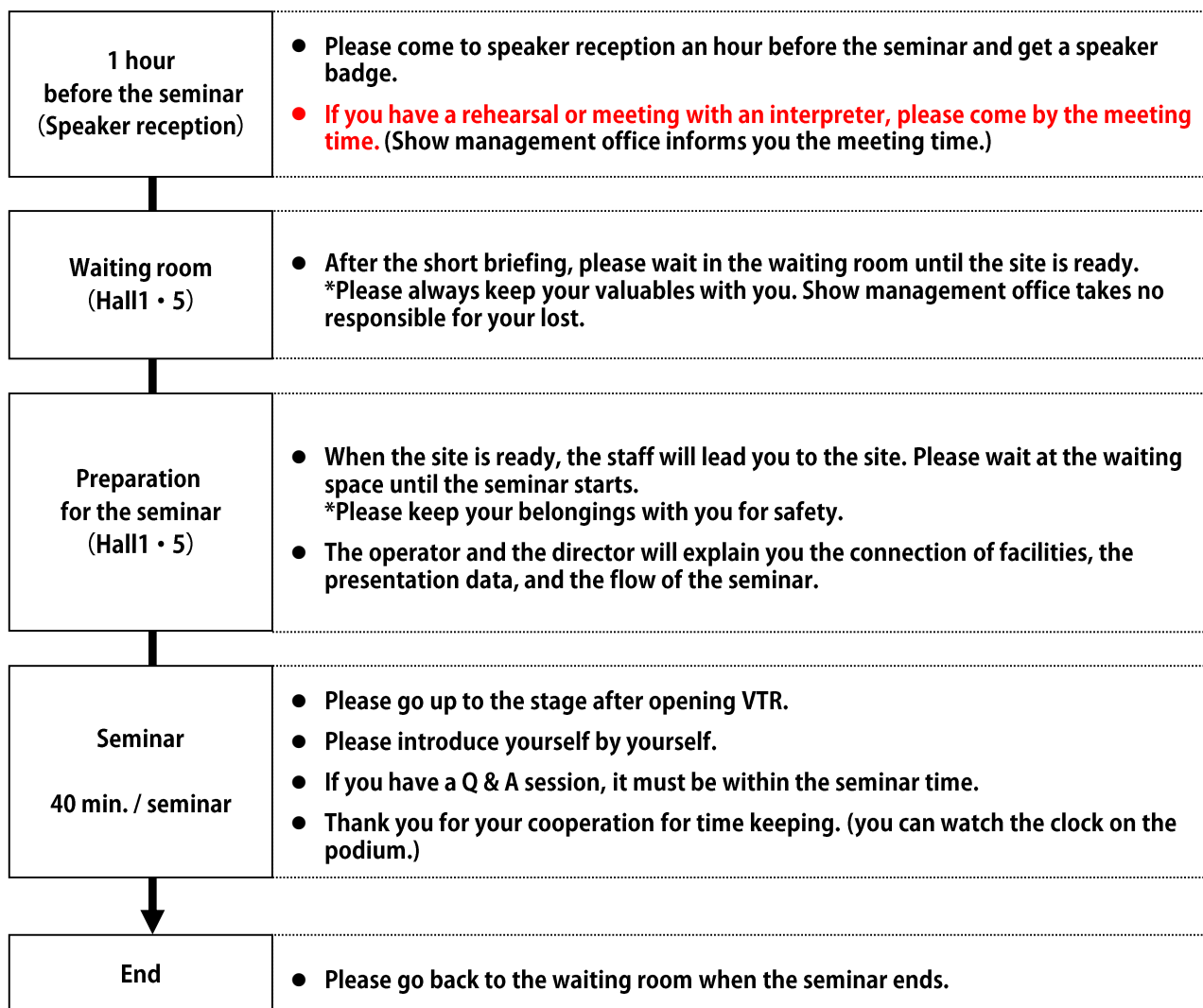
※ Please note that the layout is subject to change.

- Seminar laptop is connected to the screen at operation desk. Please use remote controller to change slides.
- Simultaneous interpretation will be provided to smartphones by voice and text.

Stage (image)



3. On-site Schedule (tentative)



 Point on questionnaire

if the speaker asks the audience the questionnaires within the seminar time, you may get more.

(Notes)

Please note that English Speakers are requested to have a meeting with interpreters prior to your session. You will be informed of the meeting schedule at a later date.

If you revise your presentation data:

After the deadline of Mar. 27, if you revise your presentation data, please save the data in USB memory, and bring it with you to the Speaker's Reception Desk.

Also, please bring two hard copies of your revised presentation and provide them for your interpreters.

Interop20
Tokyo APRIL 13-15
MAKUHARI MESSE, JAPAN

Connected
Media TOKYO 2020
13-15 APRIL

DSJ2020
Digital Signage Japan

● **Location
Business
Japan 2020**

APPS JAPAN