

Interop21
Tokyo APRIL 14-16
MAKUHARI MESSE, JAPAN

DSJ2021
デジタルサイネージ ジャパン

 **Location
Business
Japan 2021**

APPS JAPAN
アプリジャパン2021

Exhibitor Services Manual

Seminar

Dates

April 14 (Wed.) – 16 (Fri.) , 2021

Venue

Makuhari Messe (Chiba, Japan)

Materials to be submitted

Please keep the deadlines.

Submitted to E-mail : exhi-info@f2ff.jp

NO	Form(Requisite form to all exhibitors)	Deadline	Submit Form	Submit to	Ref.
1	Speaker and Seminar Information Sheet	February 19	Form A	exhi-info@f2ff.jp	—
2	Audio/Visual Equipment Sheet	April 2	Form B	exhi-info@f2ff.jp	P.9
3	Agreement on Obtaining of Personal Information	April 2	Form C	exhi-info@f2ff.jp	P.3

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

Contact

Show Management Office c/o NANO OPT Media, Inc.
12F SHINJUKU L TOWER, 1-6-1 Nishshinjuku, Shinjuku-ku, Tokyo 163-1612 Japan
FAX: +81-3-6258-0598

Sales: E-mail: sales-info@f2ff.jp TEL: +81-3-6258-0582

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1. Event Profile

Titles : Interop Tokyo 2021
Digital Signage Japan 2021
Location Business Japan 2021
APPS JAPAN 2021

Period : April 14 (Wed.) 10:00am - 6:00pm
April 15 (Thu.) 10:00am - 6:00pm
April 16 (Fri.) 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>
Exhibition: International Exhibition Hall 3-6

Number of Attendees : 200,000 (Incl. Online)

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

Interop Tokyo 2021 (since 1994)

Organizer : Interop Tokyo Steering Committee
Management : Internet Association Japan / NANO OPT Media, Inc.
Special Support : WIDE Project
Website : <https://www.interop.jp/2021/en/>

Interop21
Tokyo APRIL 14-16
MAKUHARI MESSE, JAPAN

Digital Signage Japan 2021 (since 2009)

Organizer : Digital Signage Japan Steering Committee
Management : Digital Signage Consortium / NANO OPT Media, Inc.
Website : <https://www.f2ff.jp/dsj/2021/en/>

DSJ2021
Digital Signage Japan

Location Business Japan 2021 (since 2012)

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

**Location
Business
Japan 2021**

APPS JAPAN 2021 (since 2014)

Organizer : APPS JAPAN Steering Committee
Management : NANO OPT Media, Inc.
Website : <https://www.f2ff.jp/apps-japan/2021/en/>

APPS JAPAN

2. About Handling of Personal Information

1. The handling of personal information at Interop 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

About 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 the each exhibitor's privacy policy.

■ Management of Personal Information that 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. Each sponsors can specify the "receiver" on Form C.(multiple companies allowed)

*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 Management Office office.
- Data refused offering of Personal Information from the visitor after registration.
- Data judged deletion for Protection of Personal Information and other reasons of Management Office.
- For those considered to be deleted by reasons other than the above.

About Handling of Personal Information by Exhibitor

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

3. Prohibited Acts

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

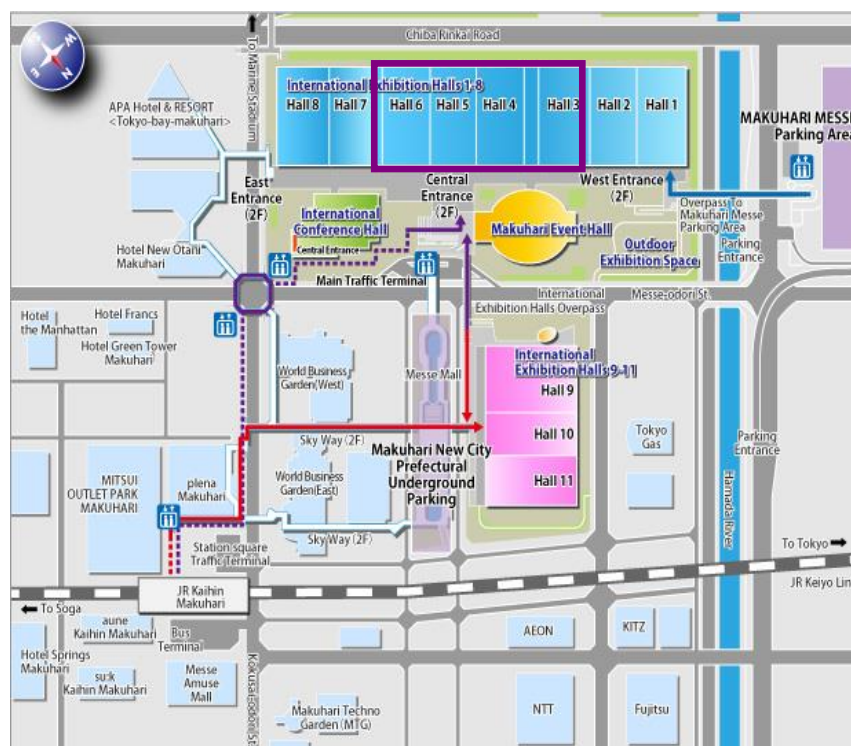
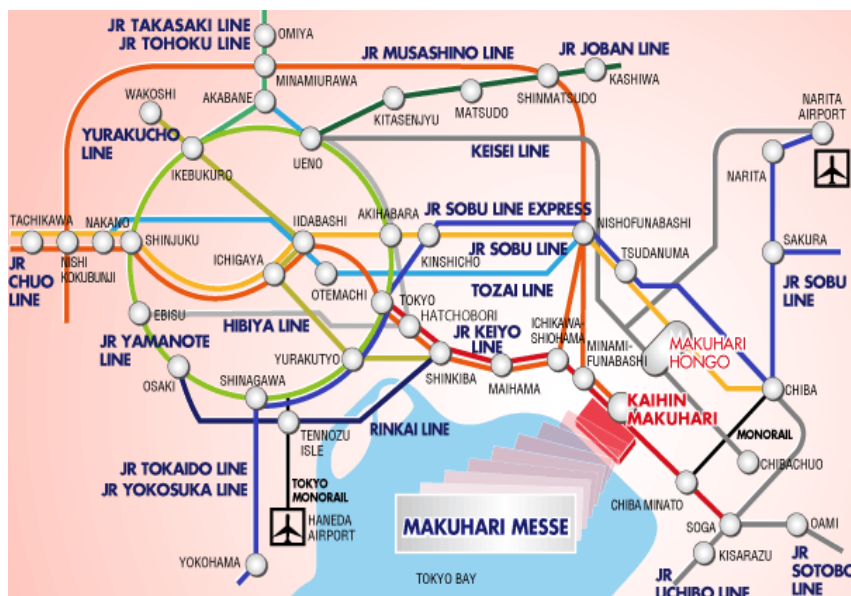
(in case of participation in the Event by making, giving or holding a presentation or seminar, the term “exhibitor,” “exhibition” or “exhibition space” being hereinafter replaced with “presenter,” “presentation” or “presentation space”)

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.

4. Access to the Venue

Please refer to Makuhari Messe Access Guide
<http://www.m-messe.co.jp/en/access/index.html>

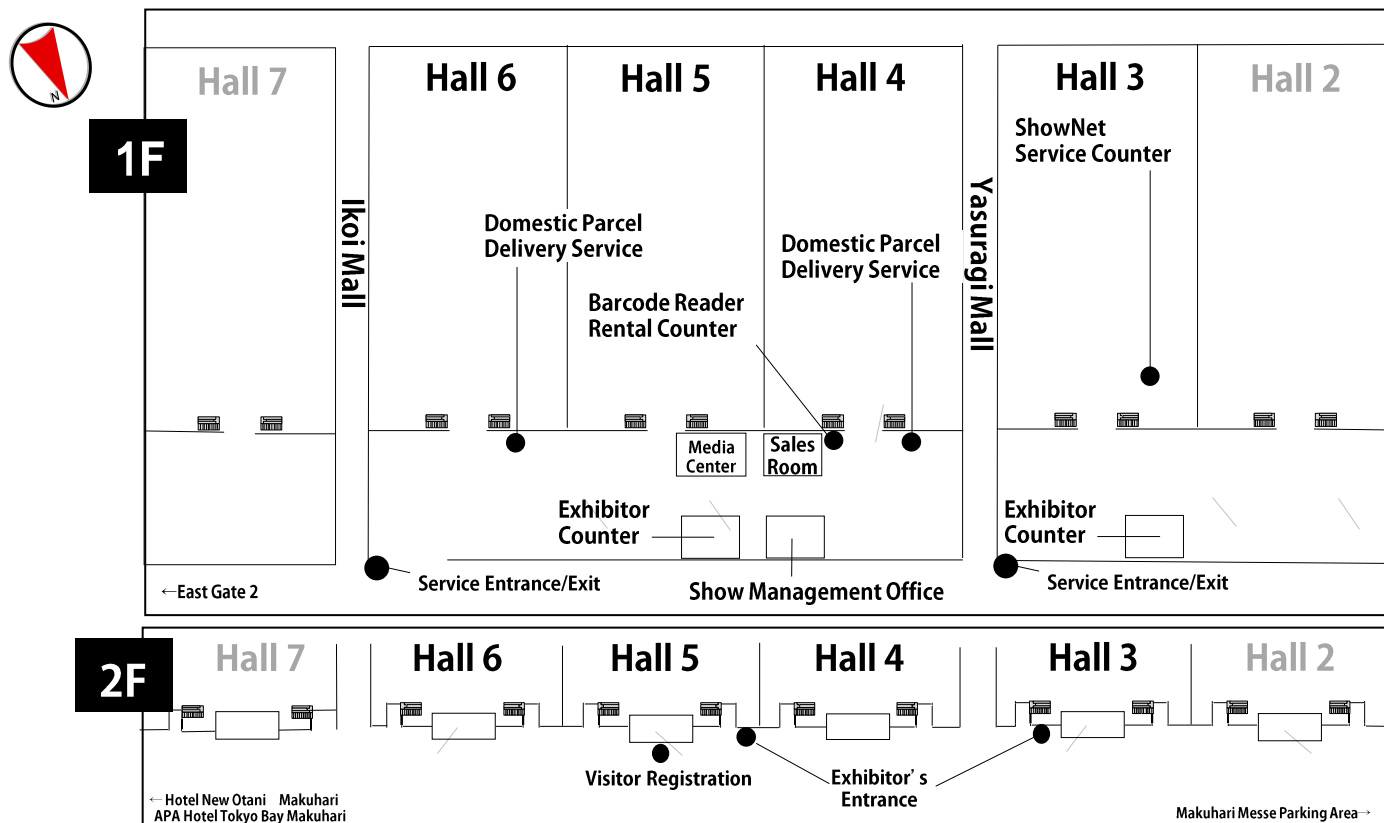


- JR Kaihin Makuhari Station (JR Keiyo Line) ⇔ 7min. walk
- JR Makuhari Hongo Station (JR Sobu Line) ⇔ 16 min. by local bus
- From New Tokyo International Airport (Narita), Approx. 30 min. by car via the Higashi Kanto Expressway. Exit at the Wangan Chiba Interchange. ⇔ 5 min. to Makuhari Messe Access 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

5. Service Offices



Show Management Office	Hall 4
Sales Room	Hall 4
Media Center	Hall 5
Exhibitor Service Room (– INQUIRIES – about booth decoration, rental furnishings, TEL/FAX and electrical work)	Hall 5
ShowNet Service Counter	Hall 3
Domestic Parcel Delivery Service Counter	Hall 4, Under the escalator Hall 6, Under the escalator (Only April 16)
Barcode Reader Rental Counter	Hall 4, Under the escalator
Exhibitor's Entrance during the working hours	Hall 3 • 5,2F
Service Entrance Exit during the overtime working hours	Hall4 North Side 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>

6. Exhibitor Badges

To secure the security and safety of the exhibition, the Show Management Office will control the entry of personnel with ID badges. All personnel are required to wear the appropriate ID badge throughout the exhibition period inclusive of move-in and move-out.

	Image design	Quantity of distribution	Access
Exhibitor	 ※image design	5 badges	• Exhibition • Keynotes

Exhibitor's Access

- During the regulated working hours, Exhibitor' s Entrance will open at 2F, Hall 3・5.
- During the overtime working hours, Service Entrance/Exit, Hall 3, North side. (See P.5) will open.

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

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.

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.

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	fist 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. On-site Operation

Standard equipment

- Podium ×1
- Presentation PC (Lap top)*Windows 10, Microsoft Office 2016, Japanese Version
- 120inch Screen (16 : 9) ×1
- Projector (up to XGA/ connector endview : HDMI)×1
- Internet connection (ShowNet) ×1
- Microphone ×1
- Laser pointer ×1

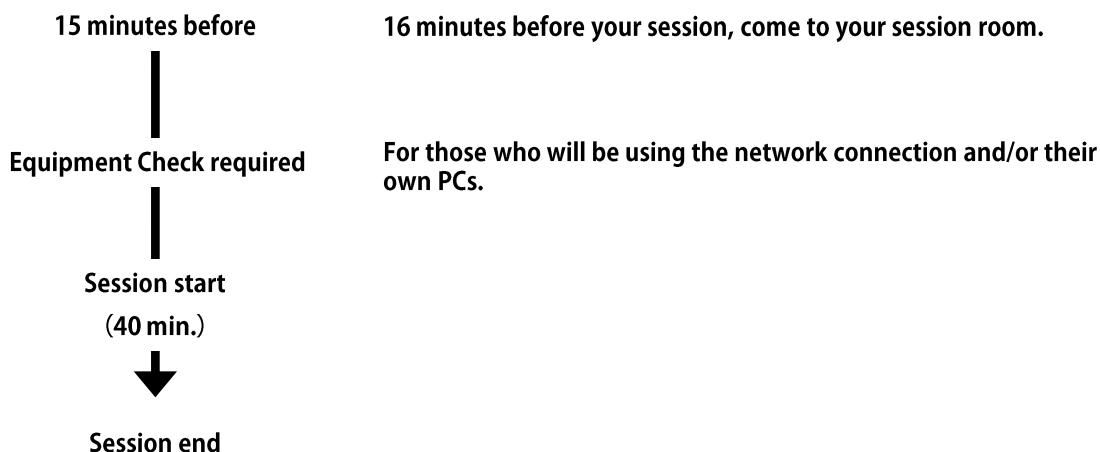
Distribution of brochures, survey, etc.

Management Office 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	Delivery date : April 13
Receiver's address	Event Name: <u>Interop Tokyo 2021</u> Session No.: <u>xxxx</u> Exhibitor Name: <u>xxxxxxxxxxxxxxxxxx</u> Hall2 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. (See P.5)



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

Notes

- Equipment connection test
You can test to lecture just before the start. It other times it is not provided.
- Officials 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.
 - The 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 management office in advance.
- Exhibitor's badge
Please wear the badge at the venue.

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