

Keynote Speaker Manual

Exhibitor Keynote

Dates June 14 (Wed.) – 16 (Fri.), 2023

Venue Makuhari Messe (Chiba, Japan)

[Contact]

Show Management Office
c/o NANO OPT Media, Inc.
Email: keynote@f2ff.jp

Materials to be submitted

Please keep the deadlines.

NO	Submissions content	check	Submission Deadline	
1	Exhibitor Logo data	☐	March 29 (Wed.)	Required
2	Speaker' s Photo data ※DM material is changeable until Monday, Apr. 11	☐	March 29 (Wed.)	Required
3	Speaker Information, / the presentation title and abstracts ※DM material is changeable until Monday, Apr. 11	☐	March 29 (Wed.)	Required
4	PC Equipment / Environment	☐	June 2 (Fri.)	Required
5	How to Visit	☐	June 2 (Fri.)	In case of car Required
6	Presentation data	☐	June 2 (Fri.)	Required
7	Agreement on Obtaining of Personal Information	☐	June 2 (Fri.)	Required

Submitted to E-mail : keynote@f2ff.jp

Notes certainly please verify

1. Exhibitor Logo data

Please upload outlined eps or ai or high resolution JPEG format data.

If the logo data is different for the web (RGB) and for printed materials (CMYK), please submit both.

2. Speaker' s Photo data

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

3. 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 Show Management Office may adjust the input contents.

4. PC Equipment / Environment

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. 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 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.

7. Agreement on Obtaining of Personal Information

Documents that need to be agreed to provide the registrant's personal data.

Concerning matters concerning press

In case of photographing prohibition, please inform me of the prohibition from the Excel Foam.

Event Profile

Titles : Interop Tokyo 2023
Digital Signage Japan 2023
APPS JAPAN 2023
Vision AI Expo 2023

Period : June 14 (Wed.) 10:00am - 6:00pm / Keynote 9:30am-
June 15 (Thu.) 10:00am - 6:00pm / Keynote 9:30am-
June 16 (Fri.) 10:00am - 5:00pm / Keynote 9:30am-
*Interop Tokyo Conference(Paid) : June 14 (Wed.) -16 (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 4-7

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

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

Interop²³ Tokyo

Interop Tokyo 2023 (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/>

DSJ2023

Digital Signage Japan

Digital Signage Japan 2023 (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 2023 (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 2023 (first event)

Organizer : NANO OPT Media, Inc / Alsmiley, Inc.
Management : NANO OPT Media, Inc
Website : <https://www.vision-ai-expo.jp/en/>

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

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: CSV file (The data is processed in Japanese)

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,

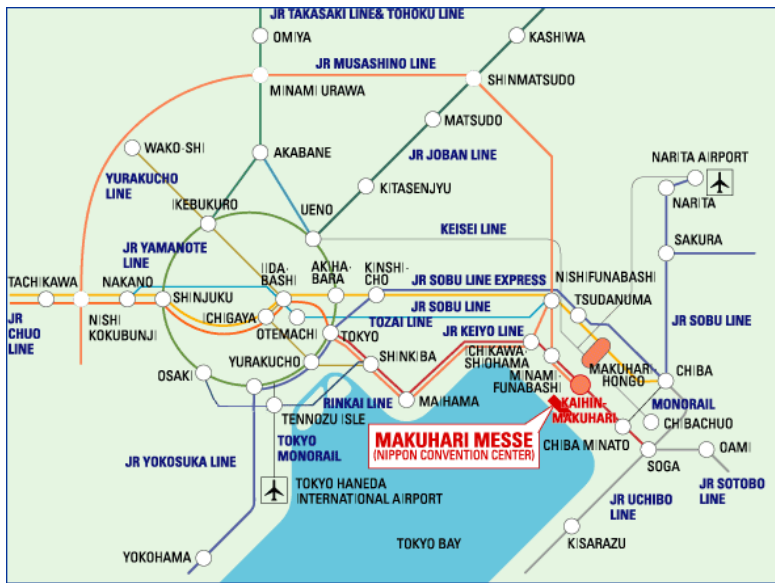
status, situation and the like regarding the exhibition space, and may take any measures that it thinks appropriate including suspension of exhibition by the exhibitor (provided, however, that the Organizer shall not be required to take such measure.).

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.

Access to the Venue

Please refer to Makuhari Messe Access Guide

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

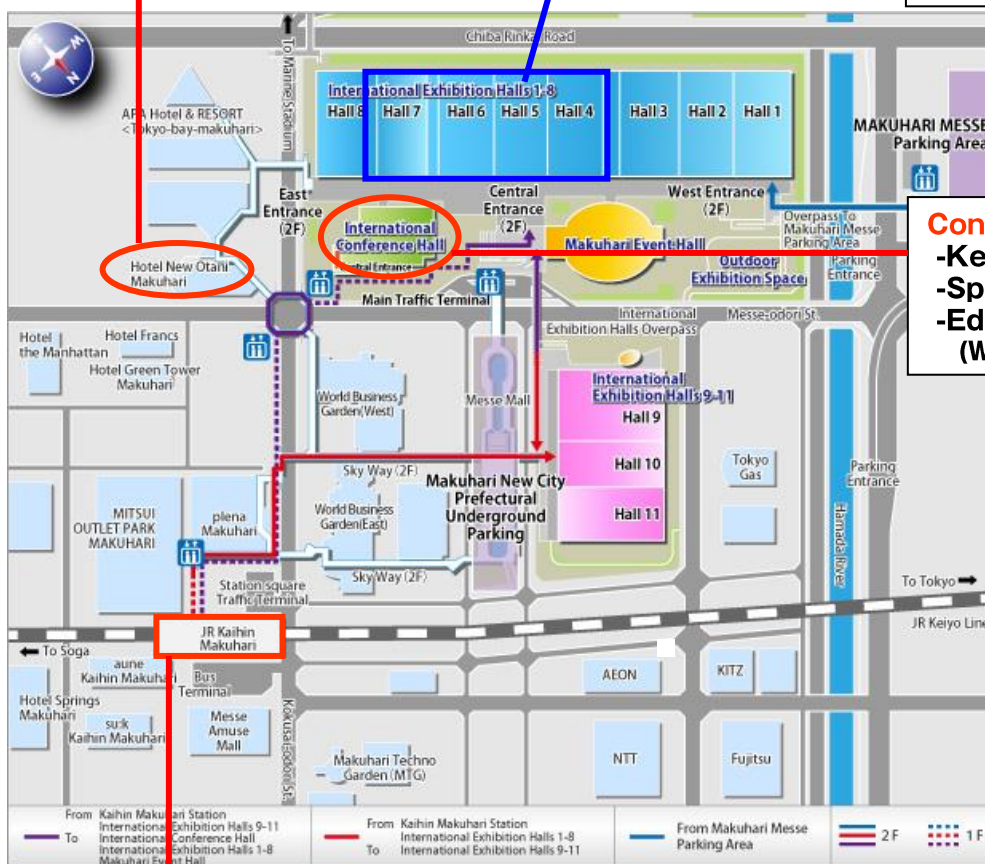


Makuhari Messe is located halfway between central Tokyo and the New Tokyo International Airport (Narita Airport). The airport can be reached by highway bus or car in 30 minutes. Tokyo Station is also 30 minutes away by train (the JR Keiyo Line).

Hotel New Otani Makuhari

Exhibition Hall

- Exhibition
- Sponsor Classrooms

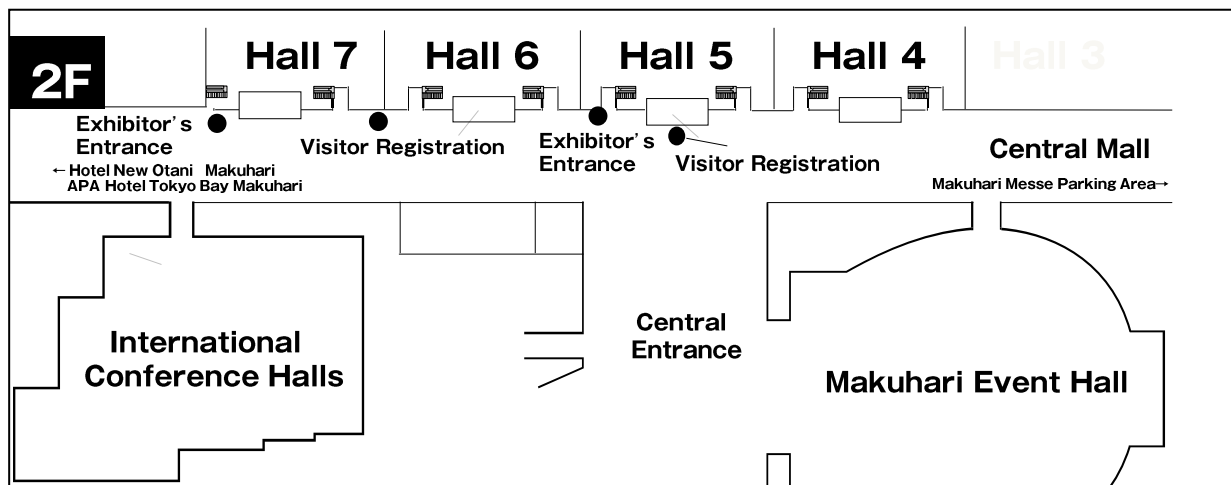
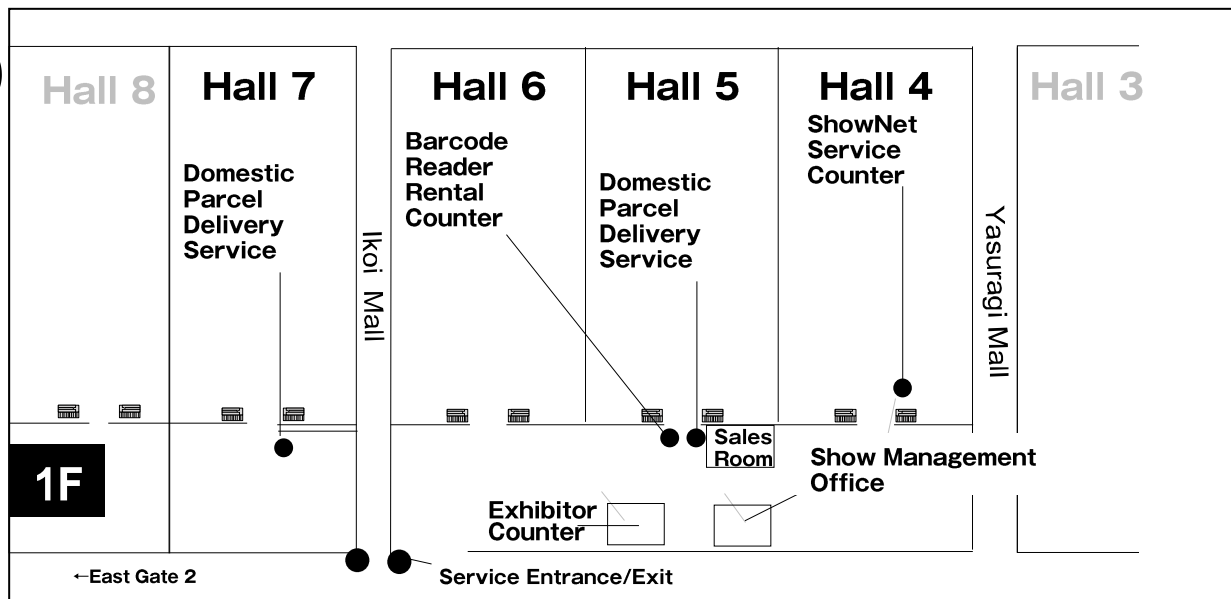


Conference Hall

- Keynotes
- Special Sessions
- Educational Program (Workshops, Tutorials, Conferences)

JR Kaihin Makuhari Station

Service Offices



Show Management Office	Hall 5, North side
Sales Room	Hall 5, North side
Media Center	*under adjustment
Exhibitor Service Room – INQUIRIES – (booth decoration, rental furnishings and electrical work)	Hall 5, North side
ShowNet Service Counter	Hall 4
Domestic Parcel Delivery Service Counter * June 16(Fri.) only	Hall 5 / 7, North side
Barcode Reader Rental Counter	Hall 5, North side
Exhibitor's Entrance during the working hours	Hall 5 / 7, 2F
Service Entrance/Exit during the overtime working hours	Hall 6 / 7, 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>

Standard Equipment

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

- Equipment arrangements other than basic equipment

If you use other equipment, please consult the 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 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. Internet access is wired, so if you have a PC without a LAN port, please bring an adapter to convert it to Ethernet. Show Management Office 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 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

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 Show Management Office 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 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.
- 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 Show Management Office so please be sure to drop in at the Show Management Office after the lecture. Please note that we can not keep them for a long time at the Show Management Office or return at a later date.

● Distribution of materials / Staff

- Distribution of materials to audiences before the start of the lecture will be carried out by the Show Management Office's staff.

● Notes on simultaneous interpretation session

The meeting time with interpreters will be announced separately from the Show Management Office around mid March. **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.

We do not distribute simultaneous interpretation equipment to the audience. On the day of the event, the audience can listen to simultaneous interpretation on their own smartphones through a cloud-type simultaneous interpretation system.

Please use "courier" for carrying in / out. Please understand that we can not accept to carry in / out by deliveries without hiring a courier company, such as charter service due to loading / unloading exit at the venue. Please confirm the following and arrange for sending. If you bring it directly, paste the package label and bring it to Conference Show Management Office at room 205 on the second floor in the International Conference Hall. Also, please refrain from bundling with other items than the keynote lecture.

When sending distribution to the venue via delivery services, please make sure to specify the delivery date.

Delivery date	Delivery date : June 13 AM
Receiver's address	Event Name: <u>Interop Tokyo 2023</u> Session No.: <u>xxxx</u> Exhibitor Name: <u>xxxxxxxxxxxxxxxxxx</u> Hall6 Show Management Office 2-1 Nakase, Mihama-ku, Chiba 261-8550, Makuhari Messe TEL : 03-6258-0598

■ Loading

When ordering package delivery, please fill out the necessary information on the material sending label and paste it on each package for sorting smoothly at the venue.

<Notes on sending arrangement>

After accepting the package at the Show Management Office, the staff will manage and distribute the package until the start of your session.

Please note that the Show Management Office and venue are not responsible for lost / stolen, damage / malfunction etc.

On-site Schedule (tentative)

Check in at the Speaker' s Reception Desk, International Conference Hall (1st floor)

Our staff will welcome you at the entrance

Equipment and Data Check

For those who will be using the network connection and/or their own PCs.

Meeting with interpreters

Session start
(40 min.)

Session end

※ Set time will vary depending on the adjustment of the meeting time of the rehearsal and interpreters

📌 Simultaneous interpretation

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 June 2nd, 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.

Notes

- Equipment connection test
You can test to lecture 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.
 - 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.
- Speaker's badge
Please wear the badge at the venue.

Floor Map: International Confer

1F

By car



From East 2 Gate



Parking



From the station

Lounge

Speaker
Reception Desk

国際展示場1-8ホール

From the exhibition hall

2F

Conference
Management
Office(205)

Keynote
Conference
Hall A

Keynote
Conference
Hall B

1F

P.10

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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 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, Smartphone ads, SNS ads							
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

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

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 June 13, by 6:00pm. We suggest to prepare not only catalog but also press release about your new products, etc. If multiple materials make up one set, please bring them in after clipping or assembling in a clear file.

Best of Show Award Entry (FREE)

Many companies and organizations exhibit Interop Tokyo 2023, and they introduce their products, solutions and services. From those products, solutions, and services, jury who are expert of IT select Grandprix and special award. Products, Solutions, Services which Finalist, and selected as Best of Show Award representing IT trend of this year.

To learn about Interop Tokyo and exhibiting opportunities, please contact Interop Tokyo 2023 Show Management Office (NANO OPT Media, Inc.)

– INQUIRIES –

NANO OPT Media, Inc. Marketing & Operation

TEL: +81-3-6258-0584

E-mail: exhi-info@f2ff.jp

6/14(水)- 6/16(金)開催

基調講演 配布物

**幕張メッセ【国際会議場】
カンファレンス事務局 行**

6月13日(火) 午前着指定

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

6/14(水)- 6/16(金)開催

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Interop[®]23
Tokyo JUNE 14-16
MAKUHARI MESSE, JAPAN

DSJ2023
Digital Signage Japan

APPS JAPAN

Vision AI Expo