



**ShowNet Sponsorship Program 2024**

**~Contributor Application Guidelines~**

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## **Outline of ShowNet and the program**

# ■ Introduction - What is "ShowNet"?

## Showcase of the latest technology/products, a live network, and a world-class interoperability demonstration

- "ShowNet" is a major showcase of the latest technologies and products held for approximately 150,000 visitors.
- It is not just an exhibition where a lot of network devices are placed side by side, but also functions as a production network that provides network services that can be connected to the Internet with ultra-wideband lines for exhibitors and visitors.
- While providing a stable service as a production network, it is also a very challenging concept network with model themes that will be needed in 2, 3, or 10 years.

## Interop" its spirit

- "Interop" is the name of the event from the word "interoperability". Under the slogan of interoperability, the Internet and network technology have developed while solving problems by connecting network devices to each other and actually operating them.
- Throughout the history of the evolution of the Internet and network technology, ShowNet, built at the Interop venue, has always served as an important place to interconnect the latest equipment and services, put them into practice, examine challenges, and share the results widely.

## People and things that make ShowNet

- At ShowNet, the concept is discussed and decided by "NOC (Network Operation Center) team members," a group of engineers from industry and academia.
- **In line with this concept, the latest products and services required will be provided by ShowNet participants (contributors) from Interop exhibitors.**
- In addition, from construction to dismantling at the venue, volunteers "STM (ShowNet Team Members)" recruited from the general public will provide support.
- This trinity, totaling more than 600 engineers, has come together to build a huge project.
- ShowNet attracts a large number of participants each year, forming a strong community of engineers who contribute to the advancement of network technology while completing huge projects in a short period of time.

# ■What is “ ShowNet Sponsorship Program”?

**This is a contribution program in which you provide equipment, services, human resources, and technology to ShowNet free of charge**

- All of the equipment and services that make up ShowNet are based on contributions
- This program is for exhibitors of Interop Tokyo and concurrent events to participate in ShowNet as "contributors"
- Above all, we are looking for everyone who understands the purpose of ShowNet and has the intention to contribute to the development of Internet technology

**There is no participation fee for participation in this program**

- However, in order to participate in this program, you must meet the condition that you must be an exhibitor at Interop Tokyo and concurrent exhibitions
- Participating companies are responsible for the actual expenses incurred during participation, such as transportation and insurance for equipment, transportation, and accommodation expenses for participating personnel

**ShowNet Contribution Points**

- Points will be awarded from various angles, such as the number of equipment provided, the price, participation in meetings, the dispatch of personnel, and the provision of opportunities for PR as ShowNet
- The entire ShowNet project is funded by a portion of the exhibition fees of exhibitors. For this reason, the size of the exhibit of the company participating as a contributor to Interop Tokyo and the exhibition as a whole will be considered as a contribution to ShowNet and will be reflected in the contribution points

**Sponsor Rank**

- The total number of contribution points will determine the sponsorship rank from among the three types
- Various benefits will be returned according to the sponsor rank

**In principle, equipment and services will be provided from the "HotStage" pre-verification period until the end of the exhibition.**

- Depending on the equipment and services, the duration may vary
- The length of time required for human resource participation and the burden will vary depending on what is provided. Please contact us individually

**This document explains the ShowNet Sponsorship Program, a program for exhibitors at Interop Tokyo and concurrent shows to participate as "Contributors" by providing equipment and personnel to ShowNet. We look forward to your participation.**

## Participation Guidelines and Schedule

# ■ Outline of participation in the "ShowNet Sponsorship Program"

## 1. Exhibition ( 1st deadline at the end of November 2023, final deadline at the end of February 2024)

- In order to qualify, you must first declare that you will be exhibiting at Interop Tokyo or a concurrent event

## 2. Declaration of participation in this program (deadline is the end of February 2024)

- Apply for participation, propose equipment and services you would like to offer, and sign NDA (deadline 3/21)

## 3. Participation in meetings (held about once a month from December 2023)

- You will be required to participate in a meeting held once a month
- Align with the concept presented by the NOC team member
- You will be asked to review the detailed connections and designs  
(\* Participation may be refused due to reasons such as the proposed equipment or service does not match the concept.)

## 4. Final decision on the content of the offer and decision on the sponsor rank (scheduled for late April 2024)

- Once the final content of the offer has been decided, the "contribution" to ShowNet will be converted into points to determine the sponsor rank

## 5. "HotStage" : Network construction and verification period (May 30, 2024 ~ June 7, 2024)

- We will bring the equipment to the venue, install and set it up, and troubleshoot it

## 6. "Deploy" (June 8~11, 2024)

- The equipment set up during the HotStage will actually be deployed at the Makuhari Messe venue and put into operation

## 7. "Introp Tokyo" (June 12~14, 2024)

- Various marketing benefits will be returned according to the sponsor rank

# ■ Benefits of participating in ShowNet as a contributor

## 1. Effective promotion of products and technologies through "ShowNet, which is recognized as a showcase of the latest network technology"

- You can appeal your products and services to visitors while they are in production. In addition, it is possible to conduct a demonstration of cooperation between equipment equipped with ShowNet booth racks and your own booth

## 2. Creating a track record of "work"

- ShowNet incorporates the latest and most advanced technology. The fact that we provide stable services to approximately 150,000 visitors and 400 exhibitors proves that we can "work" in such a large-scale environment. You can effectively appeal the "trust" and "achievements" of your products to visitors

## 3. Interconnection Experiments/Validation

- It is possible to verify interoperability between multiple companies and products, which is difficult to do on your own. Among them are "world-first" and "Japan's first" initiatives

## 4. NOC team members promote their equipment and services

- A number of events such as tours and sessions for the press and visitors will be held during the exhibition to learn about the results of ShowNet and its initiatives
- We will introduce the products and services that are active in ShowNet from the perspective of NOC team members

## 5. Networking

- Throughout the six months leading up to various meetings ~ the actual event, you can form a network with NOC team members, contributors, and other people that you would not normally be able to meet

## 6. Various marketing benefits (e.g., exposure according to contribution)

- Points based on the degree of contribution will be used to return various marketing benefits such as exposure to the website and signs in the venue on the day of the event

# ■ Schedule and Submission

| Schedule                       | Overall Progress                                                                  | detail                                                                                                             | Handouts / Others                  |
|--------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------------------------------|
| December 19, 2023              | 1st ShowNet Meeting                                                               | FY2024 Concept Explanation / Image Presentation / Interviews with Each Company                                     | Mailing list opened                |
| January 18, 2024               | 【Deadline】 Hearing Sheet                                                          |                                                                                                                    |                                    |
| January 30                     | 2nd ShowNet Meeting                                                               | 2024 ShowNet Design Proposal / Hearings with Each Company                                                          | Submission site opened             |
| February 8                     | 【Deadline】 Application Form / Equipment Proposal Form / NDA Circular              |                                                                                                                    |                                    |
| February 21                    | 3rd ShowNet Meeting                                                               | Detailed hearings of each company based on the proposed equipment to be provided / explanation of design proposals |                                    |
| March 7                        | 【Deadline】 Spec Sheet                                                             |                                                                                                                    |                                    |
| March 21                       | 【Deadline】 NDA                                                                    |                                                                                                                    |                                    |
| March 28                       | 4th ShowNet Meeting                                                               | Adjustment of equipment and services based on the specification sheet / Discussion of each subcommittee            | Call for T-Shirt Contributions     |
| April 16                       | 5th ShowNet Meeting                                                               | Loading and unloading / Discussion of each subcommittee                                                            |                                    |
| April 23                       | 【Deadline】 Merit Return Sheet / Module Port Configuration Form / Contributor Logo |                                                                                                                    |                                    |
| Late April ~ Early May         | Rackmount Configuration Proposal Released                                         |                                                                                                                    |                                    |
| May 15                         | 6 <sup>th</sup> ShowNet Meeting                                                   | Final Check / Discussion of each subcommittee                                                                      | Vehicle Identification Cards, etc. |
| May 30 (Thu.) – June 11 (Tue.) | Pre-verification period(HotStage)~Operation                                       |                                                                                                                    |                                    |
| June 12 (Wed.)~ June 14 (Fri.) | Interop Tokyo 2024                                                                |                                                                                                                    |                                    |
| June 15 (Sat.)                 | Carry-out Reserve Day                                                             |                                                                                                                    |                                    |
| Late July ~ Early August       | ShowNet Debriefing                                                                |                                                                                                                    |                                    |

**How to apply**

# ■ ShowNet Sponsorship Program Eligibility and Application

## 1. Eligibility

1. **Exhibit at Interop Tokyo 2024 and concurrent exhibitions as either a regular booth exhibitor, a counter booth, or a session sponsor (\*1)**
2. **The company name listed in the exhibitor list must be the same as the company name as a ShowNet contributor (\*2)**
3. **Depending on the type of exhibit, there may be an upper limit on the sponsor rank regardless of the total number of contribution points (\*3)**

\*1: Speakers at sessions invited by the organizer do not fall under the eligibility requirements.

\*2: There are some exceptions in the case of joint exhibitions, etc. Please contact the show management office for details

\*3: In order to reach the highest Sponsor rank, there are conditions for exhibiting content.

### 【Notes related to eligibility】

- During the period from the time of acceptance of participation in this program to the exhibition application deadline, it is possible to participate in meetings even before the official application for exhibition. Please contact the show management office
- Although ShowNet is a volunteer-based program, the cost of the project, including the cost of building the venue, wiring, and electricity, is covered by a portion of the exhibition fees of Interop Tokyo and all concurrent exhibitors. For this reason, for example, it is not possible to participate only in ShowNet and not at exhibitions, which is the purpose of the above qualifications
- If you do not have your own booth only for seminar participation, etc., you will not be able to use the ShowNet booth for any purpose other than installing and operating the equipment provided to ShowNet (e.g., making it your own base)

## 2. How to apply for participation

Please submit the application form to the ShowNet Show Management office before the 3rd ShowNet Meeting (February). Please download the "Application Form" format from the ShowNet Information Page.

Contact: ShowNet [shownet@f2ff.jp](mailto:shownet@f2ff.jp) (Akuzawa, Suzuki, Maruoka)

**Note: A Non-Disclosure Agreement (NDA) is required to participate in ShowNet.**

## ■ Other things to keep in mind

### Disqualification from Participation

- When an act that deviates from the confidential information maintenance agreement (NDA) is discovered, or when an act that causes disadvantage to another company is committed
- Configuration, testing, etc., without following the instructions of a NOC team member
- In the case of a dangerous act that destroys the provided equipment, etc.
- When it is found that the act of storing information of another company, intercepting communication, etc.
- In addition, if you hurt others or engage in acts that are detrimental to other companies, etc.

If any of the above acts are discovered, the Company may be disqualified from participating in ShowNet and may be subject to cancellation of registration.

### Attention

1. The following two points will be prioritized for the adoption of products and services.
  - i. Align with technical requirements presented by the NOC team member/show management office
  - ii. Products proposed by the deadline (February meeting)

\*Even if the product or service to be provided has excellent functions, participation may be refused if there is a discrepancy in the design specifications or if the usage method does not match well with the network concept, depending on the results of the selection. Thank you for your understanding.

**When you need to actually participate**

# ■ Meetings to be participated in (1)

## ShowNet Meetings

This is a general meeting where information is shared such as the concept design of ShowNet, an overview, and communication with the show management office, and specific discussions related to the actual construction of ShowNet, such as where the equipment to be provided, how to use it, and the number of units provided, etc.

In addition, in order to receive marketing opinions such as more effectively promoting your company's products on ShowNet, we recommend that not only technical people but also marketing and exhibitor staff participate in ShowNet Meetings. Since 2020, the event has basically been held online, but for 2024, we are considering a format that includes offline events. (Scheduled as of October 2023)

\* If you participate, you will receive meeting participation points. Meeting participation points will be available until the ShowNet meeting in April.

## Subcommittee Meetings (held irregularly)

Meetings for more granular services and features that ShowNet is considering. The relevant companies and the NOC team members in charge gather to share details of specifications, required functions, and required units. Since the technical part will be the main part, we ask that the person in charge of the technical department attend. At the time of the event, you will be approached by the NOC team members of each subcommittee.

\* If you participate, you will receive points for participating in the subcommittee. Points for participating in the subcommittee meetings are for the subcommittee meetings until April.

## Pre-verifications

Pre-HotStage and checking the infrastructure (fiber and cable) used in the event. Participation is voluntary after the show management office or NOC team members request your cooperation.

If you participate, you will be awarded points for participating in the Subcommittee Meetings. Points for participating in the subcommittee are for the subcommittee meetings until April.

## ■ Meetings to be participated in (2)

### Pre-verification Period (HotStage)

This is a period of construction and pre-verification based on the design discussed in the ShowNet meeting. Dispatch the appropriate technicians to ensure that your products and services are operational. Regular meetings are held in the morning and evening during the period.

Pre-Verification Period (HotStage) / Interop Tokyo Setup Period: May 30 (Thu) ~ June 11 (Tue)

### HotStage ~ Regular meeting of the production

This is a regular meeting held during the exhibition period where NOC team members, STMs, and contributors gather in one place. It is held in the morning and evening, and the agenda includes items to be communicated and confirmed for the day and items to be confirmed for the next day.

\* The schedule is subject to change depending on the work situation.



## Submissions and Handouts

# About the ShowNet Information Page

You will be asked to review and submit various materials using the "ShowNet Information Page", which summarizes important announcements, submission schedules, meeting requests, and submissions from each company. You can also download meeting materials. If you would like to participate, please bookmark it.



URL: <https://frm.f2ff.jp/form/ssp2024/>

ShowNet 2023 Information Page



## ShowNet Information Page

### For Contributor

事務局からのお知らせ

- ホットステージスケジュール公開
- ブース連携デモ申し込みを公開いたしました

各種お申込み

| 項目                                                        |                      |
|-----------------------------------------------------------|----------------------|
| 5月11日（木）開催 第6回ShowNetミーティングお申込み <a href="#">(タイムテーブル)</a> | <a href="#">Form</a> |
| 6月8日（火）17時締切 ブース連携デモ申し込み                                  | <a href="#">Form</a> |

提出物フォーム

| NO. | 締切 | 提出物        | フォーマット   | 提出先                  |
|-----|----|------------|----------|----------------------|
| 1   | 随時 | メーリングリスト登録 | ご入力ください→ | <a href="#">Form</a> |
|     |    |            |          | <a href="#">Form</a> |

- \*This site is scheduled to open around November 2023. You won't be able to access it before that.
- \* In order to use it after March, it is mandatory to conclude a participation agreement agreement.
- \* Details of the use of this site will be explained at the 2nd ShowNet meeting.

# ■ Submissions

The ShowNet Sponsorship Program has a large number of submissions. Please be sure to submit by the due date. Please note that the distribution method of the various submission formats will be announced at the time of the ShowNet meeting.

|    | Submissions                                                          | Submission Deadline | How to submit/apply                      |
|----|----------------------------------------------------------------------|---------------------|------------------------------------------|
| 1  | Subscribe to our mailing list                                        | at any time         | <a href="#">ShowNet Information Page</a> |
| 2  | Hearing Sheet                                                        | January 18 (Thu)    |                                          |
| 3  | Application Form                                                     | February 8 (Thu)    |                                          |
| 4  | Equipment Proposal Form                                              | February 8 (Thu)    | Contributors Site<br>(Submissions site)  |
| 5  | Spec Sheet                                                           | March 7 (Thu)       |                                          |
| 6  | non-disclosure agreement(NDA)                                        | March 21 (Thu)      |                                          |
| 7  | Merit Return Sheet                                                   | April 23 (Tue)      |                                          |
| 8  | Company Logo                                                         | April 23 (Tue)      |                                          |
| 9  | Module Port Configuration Form<br>*Only for applicable companies     | April 23 (Tue)      |                                          |
| 10 | HotStage Vehicle Identification Card<br>* Only for those who need it | May 9 (Thu)         |                                          |

In addition to the above, there are also applications and submissions from time to time, such as the provision of T-shirts and goods to volunteers (NOC and STM).

We will inform you on the mailing list and on the ShowNet Information Page as needed.

## ■ Details of submissions (1)

The ShowNet Sponsorship Program has many submissions. Thank you for your cooperation in submitting your submission within the deadline.

### ShowNet mailing list subscription applications are accepted at any time

The ShowNet mailing list is a mailing list that distributes various information such as ShowNet general meetings, information on various submissions, and technical announcements from NOC members.

### Hearing sheet deadline: January 18 (Thu.)

This is a sheet where you can fill in the requests from everyone who participates. Based on the hearing sheets, a "draft" of this year's network design is prepared. Companies that have not yet decided to participate are also welcome to submit.

### Application for participation: February 8 (Thu.)

This is an application to participate in the ShowNet Sponsorship Program. Based on the information you submit, we will issue you an account for the Contributors Only site (Submissions site).

### Proposal Form for Equipment to be Provided / Agreement on Terms and Conditions of Participation deadline: February 8 (Thu.)

The network design will be solidified based on the content of the provided equipment proposal submitted.

#### 【Flow】

- 1) Submit a proposal for equipment to be provided
- 2) Check and review for consistency with concept by ShowNet NOC team members
- 3) ShowNet will contact you to let you know whether or not the equipment will be adopted by ShowNet.

#### 【Notes】

- The judging of the offered devices will be based on the theme and concept of this year's ShowNet. Depending on the results, you may not be able to participate.
- If you do not submit your equipment by the due date, we may not be able to meet your requests regarding the location and usage of the equipment.

## ■ Details of submissions (2)

### Spec sheet submission deadline: March 7 (Thu.)

This is a sheet where you can fill in the details and specifications of the products and services to be provided. This sheet is an important sheet for making final adjustments to the network design. It also has a significant impact on the creation of the ShowNet booth. Please be careful not to make any mistakes when submitting.

### Deadline for submitting a contract for maintaining classified information: March 21 (Thu.)

In building ShowNet, we will be receiving product submissions from over 80 companies and organizations. Some of the products we receive may be unpublished products or information that may need to be shared at meetings or in the field that may be detrimental to a particular participating company. Therefore, you are expected to treat all information you receive as confidential in all ShowNet-related matters (with the exception of items that can be released to the public).

You must agree to a Non-Disclosure Agreement (NDA) before you can participate in the ShowNet Sponsorship Program.

If you do not agree to the NDA or do not submit the NDA, you will not be able to participate in this program.

### Merit Return Sheet deadline: April 23 (Tue.)

This is a sheet where you can fill in the following information about the equipment and services you provide.

- **The official name** of the device or service provided (**it will be posted on the website as it is, on panels at the venue, etc.**)
- Suggested retail price
- Number of units provided
- Field/Category

We will determine the sponsor rank based on the information you enter.

In addition, you will be asked to register (apply) for "Contributor Leader" and "Contributor Specialist" in the same sheet. See page [23](#).

Note: If you do not submit the Merit Return Sheet by the submission deadline, the sponsor rank may be set to the "Special Cooperation".

## ■ Details of submissions (2)

### Module Port Configuration Survey deadline: April 23 (Tue.)

In order to facilitate the operation of ShowNet, we collect information on the port configuration of devices connected to ShowNet and compile it into a database. Companies that have network interfaces, such as network switches, routers, various appliances, security devices, and servers, and provide equipment that connects to ShowNet and is used must be submitted.

### Company Logo deadline: April 25 (Tue.)

It will be published in various manuscripts introducing ShowNet. It will also be used for large notices.

Please be sure to submit illustrator data (AI or EPS format).

If you wish to submit two logos for a joint exhibition, please combine them into one file before submitting them.

## ■ Various handouts

Changes may occur depending on the situation. In that case, we will inform you via ShowNet meeting or email. The format and distribution of the various submissions can be downloaded from the "ShowNet Information Page" on page 2.

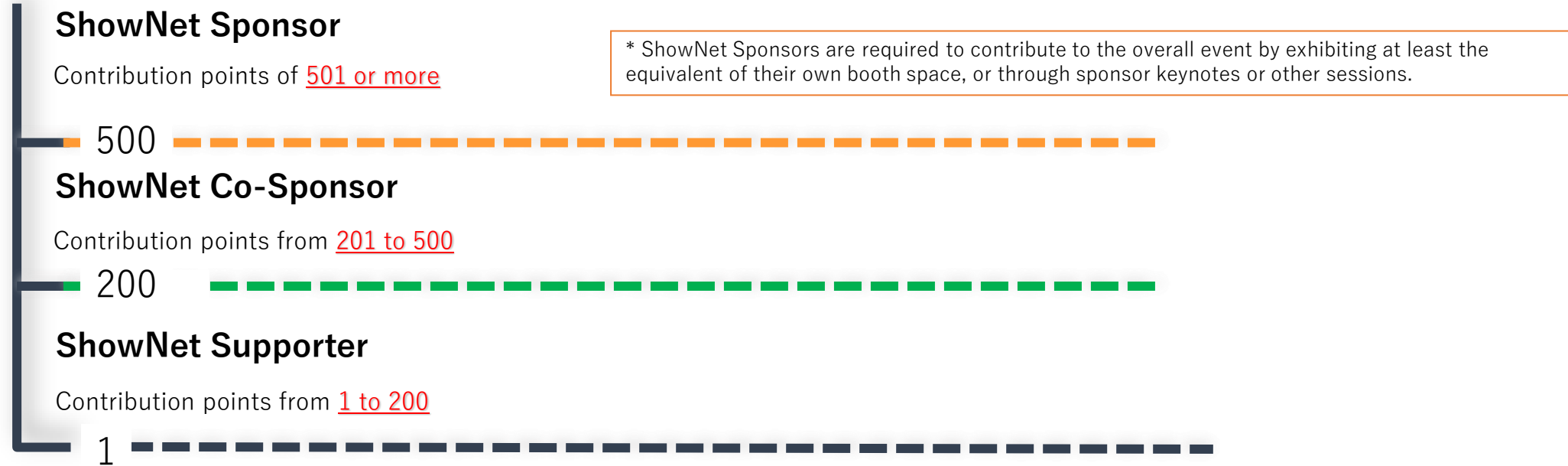
|   | Handouts                     | Distribution Date                    | substance                                                                                                                                                                   |
|---|------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | ShowNet Sponsorship Program  | 1st ShowNet Meeting                  | This PDF                                                                                                                                                                    |
| 2 | ShowNet Contribution Request | Each ShowNet meeting                 | This is a document that describes the equipment and services recruited for ShowNet in 2024. Please download it from the ShowNet Information Page the day before the meeting |
| 3 | Contributor Manual           | April ShowNet Meeting                | This is a booklet that describes precautions and equipment delivery during the HotStage period.                                                                             |
| 4 | Promotion Guidelines         | Late April<br>Announcement by e-mail | This is a guideline for more effective PR in the ShowNet Sponsorship Program.                                                                                               |
| 5 | Benefits Guide               | Late April<br>Information by e-mail  | ShowNet Sponsorship Program<br>This is a booklet that describes the benefits of each sponsor rank.                                                                          |

## **Contribution Point Calculation and Sponsorship Rank**

# ■ About Sponsor Rank

## 3 Levels of Sponsorship Rank

The ShowNet Sponsorship Program awards points for contributions to ShowNet from a variety of perspectives  
Three levels of sponsor rank are set according to the total points, and various benefits are available for each rank



## About ShowNet Special Cooperation

If the ShowNet NOC team members and the show management office take the lead in requiring equipment, human resources, and services that are indispensable for the construction and operation of ShowNet, companies and organizations that are not exhibiting at Interop Tokyo or the concurrent exhibition may be invited to participate. In this case, the companies and organizations participating in ShowNet will be distinguished from contributors and will not be given a sponsorship rank, but will publicize according to their contribution, such as posting their company name (text only) in various media as a "ShowNet Special Cooperation". However, it is only at the request of the NOC team or the show management office, and the participating side cannot apply for participation under the special cooperation quota.

# ■ Benefits Guide

| Various Benefits                                                                | Sponsor*<br>501 points or over                            | Co-Sponsor<br>From 201 to 500 points              | Supporter<br>From 1 to 200 points                | Special<br>Cooperation |
|---------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------|--------------------------------------------------|------------------------|
| Company name on DM for visitors                                                 | O                                                         | O                                                 | O                                                | O                      |
| <a href="#">ShowNet Sponsorship Program<br/>List of Participating Companies</a> | Company Name(Text)<br>+ Logo Listing(Big size)            | Company Name(Text)<br>+ Logo Listing(Medium size) | Company Name(Text)<br>+ Logo Listing(Small size) | Company<br>Name(Text)  |
| <a href="#">Walking in ShowNet</a>                                              | Logo Listing(Big size)<br>、 Free Advertising Space        | Logo Listing(Medium size)                         | Logo Listing(Small size)                         | Company<br>Name(Text)  |
| ShowNet Booth Sponsor Panel                                                     | Logo Listing(Big size)                                    | Logo Listing(Medium size)                         | Logo Listing(Small size)                         | Company<br>Name(Text)  |
| 1 seminar slot for a ShowNet Stage                                              | O                                                         | O                                                 | X                                                | X                      |
| Product catalogs are available at the venue                                     | 3 Types                                                   | 2 Types                                           | 1 Type                                           | X                      |
| <a href="#">ShowNet Technical Video</a>                                         | Company name and<br>company appeal (approx.<br>5 minutes) | Company Name Listing                              | Company Name Listing                             | X                      |
| Meeting Space                                                                   | 1 booth space in the<br>exhibition hall                   | X                                                 | X                                                | X                      |
| Booth Selection Preference                                                      | O                                                         | O                                                 | O                                                | O                      |

\* ShowNet Sponsors must exhibit the equivalent of four or more company exhibit booths, or have at least one sponsor keynote session, and must contribute to the overall event.

# ■ Calculating Contribution Points (1) Contributing to ShowNet

## ■ Points about contributing to ShowNet

In ShowNet, the degree of contribution is scored from various perspectives, such as human contribution and contribution related to the provision of equipment

| Point Name                                           | Point                            | Detail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ShowNet meeting participating point                  | 15 points/time                   | If you participate in the "ShowNet Meeting" that has been held once a month since December.<br>*Available until the 5th ShowNet Meeting (April)                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Equipment points by field                            | 50 points                        | When we ask you to provide products that are indispensable for the construction of ShowNet (high-value consumables such as racks, cables, fibers, etc.). In addition, when requested individually by the show management office.                                                                                                                                                                                                                                                                                                                                   |
| Hot Stage Human Resource Participation points        | 5points/person                   | If you send a person who will be a specialist in equipment and products to the venue during the HotStage schedule, 5 points will be added for each person.<br>*The maximum number of points that can be earned is 100 points.                                                                                                                                                                                                                                                                                                                                      |
| Massive equipment donation points                    | 50 points                        | If you provide more than 50 sets of equipment. However, peripheral devices (modules, SFPs, etc.) installed in the device are not counted.                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Continuous Participation Points                      | 5% of the previous year's points | Companies that have continued to participate from the previous year will receive 5% of the total points from the previous year.                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Gift points                                          | 50 points                        | In the previous year, if you provided novelties, T-shirts, equipment, etc. as gifts to NOC/STM/ShowNet.                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Participation in ShowNet Meeting Subcommittee Points | 25 points/time                   | Participation in FiberCheck (twice), Pre-HotStage, or any other meeting or work conducted outside of a ShowNet meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Meeting venue provision points                       | 30 points                        | 30 points will be awarded for each time a conference facility with specifications suitable for a real event such as ShowNet meetings, NOC meetings, shownet.conf_, etc. is provided.                                                                                                                                                                                                                                                                                                                                                                               |
| Facility Rescue Team <b>NEW !</b>                    | 50 points                        | It is granted when one or more Contributor Specialists are available to assist with facility work (cabling, rack installation and rack mounting, etc.) during the initial phase of the build (approximately 3 days from the start of HotStage), regardless of the product genre offered by the company. Those registered as Facility Rescue Team will work under the direction of the NOC in charge of the facility during the first three days.                                                                                                                   |
| First in the world!<br>First in Japan! points        | 150 points                       | If the equipment/product you provide is a "World First"/"Japan First" to be exhibited at ShowNet in 2024. Even if there are multiple products, each company will be limited to 150 points. Please be sure to submit a press release or other documentation that indicates that your product will be exhibited for the first time in Japan or the world on the Merit Return Sheet. Please note that points will not be awarded if confirmation cannot be obtained.Points will not be awarded for applications submitted after the sponsor rank has been determined. |

# ■ Calculation of Contribution Points (2) Exhibit Scale

## ■ Points related to exhibiting at events

The ShowNet project is funded by a portion of the exhibitors' exhibition fees. For this reason, points will be awarded as a contribution to ShowNet based on the scale of the exhibition

| Point Name                                             | point                                      | description                                                                                                                                                                                         |
|--------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Regular exhibition booth points (*)                    | 30 points plus Number of booths x 4 points | In addition to the 30 basic points, exhibitors will receive points multiplied by 4 times the number of booths they exhibit in. This is only applicable to exhibitors who exhibit in regular booths. |
| Organizer's Project, Pavilion Exhibit Booth Points (*) | 2 points                                   | Exhibit at the Organizer's Project Corner, Pavilion Project, and Counter Booth                                                                                                                      |
| Sponsor Keynote Speech Participation Points            | 30 points                                  | Sponsor Keynote Speech                                                                                                                                                                              |
| Sponsor Session Participation Points                   | 10 points                                  | Participation as a sponsor in seminars in the exhibition hall                                                                                                                                       |

\*If multiple companies jointly exhibit in a booth as one exhibitor and each company participates in ShowNet independently, points will be divided by the number of companies.

## ■ Example of calculating event exhibit points

| example                                                                | point     | Calculation method:                                         |
|------------------------------------------------------------------------|-----------|-------------------------------------------------------------|
| Exhibited in the regular booth (10 booths) and the pavilion (2 booths) | 72 points | 30 (base points) + 10 (number of booths) × 4 + 2 (pavilion) |
| Exhibited in both the pavilion and the organizer's project             | 4 points  | 2 + 2                                                       |
| Exhibit in either the pavilion or the organizer's project              | 2 points  |                                                             |
| Joint exhibits within group companies                                  | 30 points | 30 (basic points)                                           |

## ■ Calculation of Contribution Points (3) Price of equipment provided

Points based on the total price of equipment, products, and services provided

Total price of equipment and services provided  $\times 0.0000002$

Example: When the total price of the equipment and services provided is ¥100,000,000  
 $\text{¥100,000,000} \times 0.0000002 = 20 \text{ points}$

For the total amount of equipment and services provided, please fill out the "Merit Return Sheet" and submit it to the show management office.

### 【Notes】

The amount of the equipment (physical products) to be provided will be disclosed to the insurance company in 1~3) below when the sponsor rank is determined and the equipment insurance to which the show management office is enrolled.

1. Name of Providing Company
2. Equipment & Product Name
3. Price of equipment

## Determining the Sponsor Rank

The sponsor rank will be determined around the end of April based on the "Merit Return Sheet". If you do not submit the "Merit Return Sheet" by the deadline, you will be asked to participate as a "Special Cooperation". Thank you for your understanding.

**Dispatch of personnel, equipment lending period, etc.**

# ■ Dispatch of Personnel

## Dispatch of personnel during the period

In order to ensure the smooth operation of ShowNet, we request the dispatch of appropriate technicians who are capable of operating the products and services provided by each company to ensure "more reliable" and "smoother" operation of the products and services. The dispatch period of personnel will be scheduled as follows

- ShowNet HotStage Period: May 30, 2024 ( Thu.) - June 7, 2024 ( Fri.)
  - On May 30th, we plan to bring in equipment only. The actual work such as setting up the equipment will be on May 31st ~.
  - During this period, network interconnection and verification and network construction work will be carried out.
- Interop Tokyo move-in/set-up, duration, and removal period: June 8 (Sat.) - June 14 (Fri.), 2024
  - Set up the network.
  - We will check the connection with the backbone and exhibitors.
  - \*All of the above dates include weekends and holidays.

## About Contributor Leaders and Specialists

### ■Contributor Leader (required: 1 person)

Please register as a person who can take responsibility for the equipment, products, and services provided during the HotStage period ~ until the end of the event, and who has the right to make decisions about how to use the equipment, products, and services.

- HotStage to the end of the event, if there is a problem with the handling or packing of the provided equipment, products, or services, a NOC team member may consult with the person and consider how to deal with it.
- Contributor Leader does not need to be on standby at the venue at all times, but if is not at the venue, please prepare a contact system to be able to contact us.

### ■Specialist (optional: multiple people can be registered)

From HotStage to the end of the event, please register those who are familiar with the equipment, products, and services provided as an assistant to the contributor leader. \*Multiple specialists can be registered.

# ■ Lending of equipment, equipment, and products (1)

## Request for Equipment Lending

The "HotStage" is a pre-verification period for the construction of "ShowNet". During this HotStage period, we will conduct interconnection experiments of the products to be provided and verify new products and services to solve various problems that may occur during the production operation in advance, aiming for stable operation for the event.

When we ask you to provide equipment, products, or services, we request a lending period of approximately two weeks from the HotStage period to the end of the event.

■ Schedule for equipment lending: From Thursday, May 30, 2024 to Friday, June 14, 2024 (until 5:00 p.m.)

In cases where there are preliminary verifications, etc. other than HotStage, or equipment to be installed outside of the Makuhari Messe venue, we may request that the equipment be lend outside of the above period. In such cases, we will consult with you in advance.

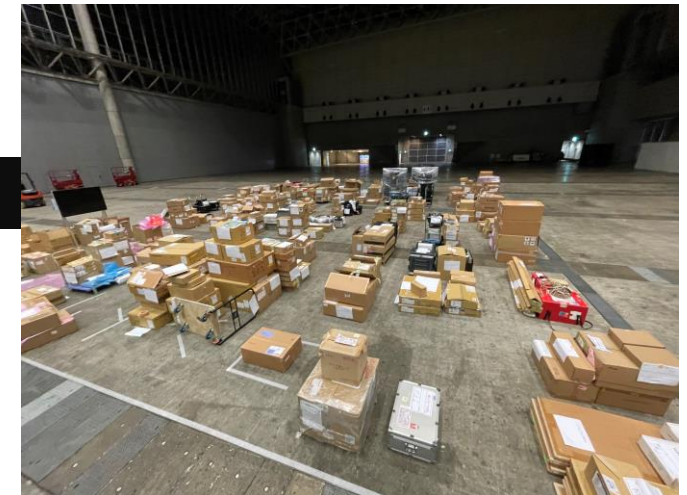
## ■ Equipment Transportation

Please transport your equipment and products directly to the HotStage venue (Hall 4, Makuhari Messe). Each company is responsible for arranging transportation from your company to the venue and for any expenses incurred in doing so. Requests regarding transportation will be announced at the 5th ShowNet Meeting (April).

## Equipment Insurance

In case of an accident, the show management office will purchase damage insurance (up to 100 million yen in total) for the equipment provided. However, depending on the price of the equipment, the total amount may not be guaranteed. Therefore, we recommend that companies participating in this program purchase insurance at their own expense. Equipment insurance covers **only physical equipment**. Non-physical equipment (software, etc.) and products under 200,000 yen are not covered by insurance.

**Insurance coverage by the show management office is for the products and prices listed on the merit return sheet.**



# ■ Lending of equipment, devices and products (2)

## Return and removal of equipment

The equipment you have provided will be removed and collected in order after the exhibition ends. Details on the timing of removal and collection will be announced at the clean-up meeting on June 14 (Fri.).

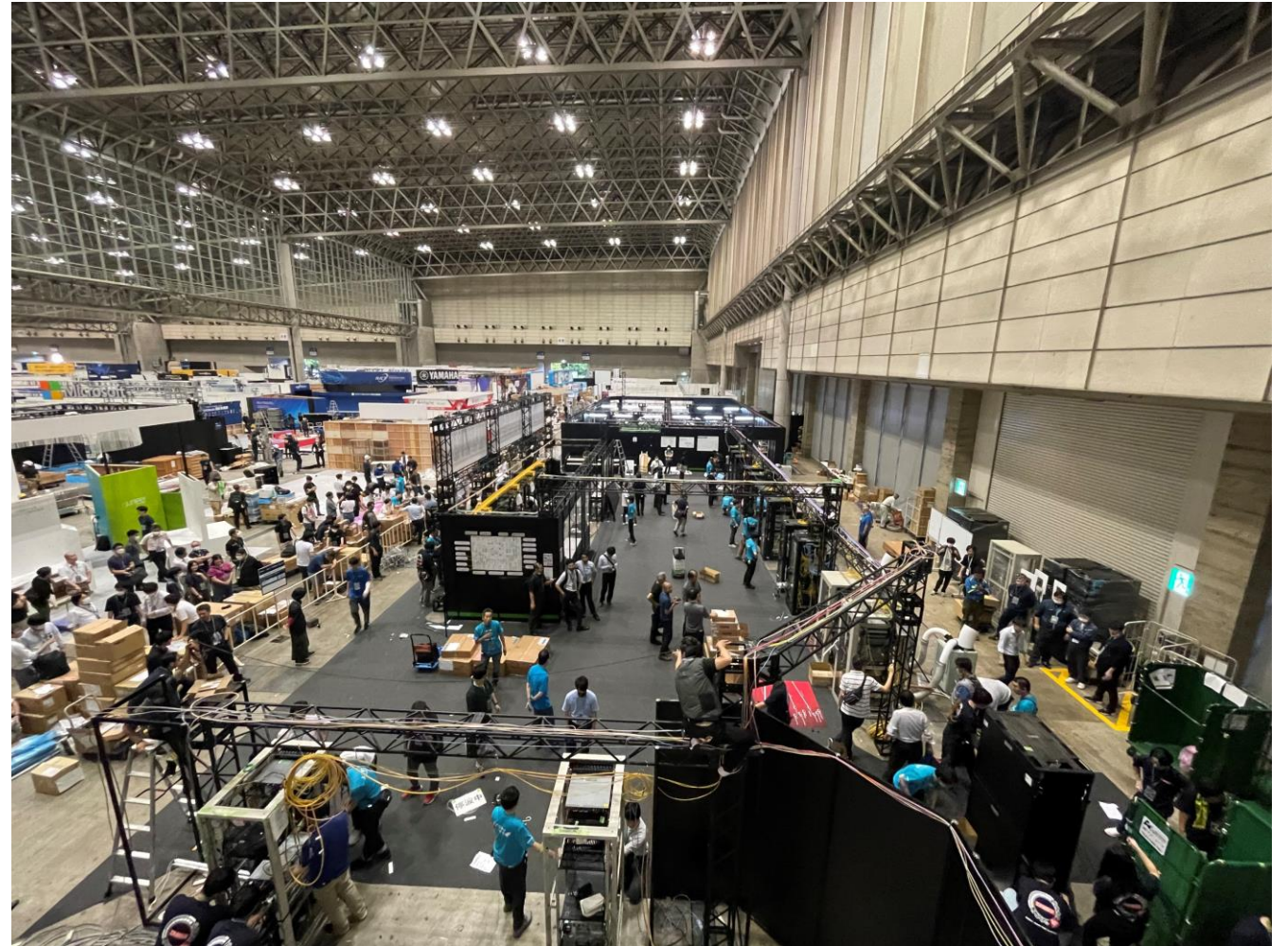
■ Equipment removal date and time: Friday, June 14, 2024, 5:00 p.m.

Removal of equipment is to be performed under the direction of the NOC team member in charge. The start and end time of removal will vary depending on the contents of the equipment provided. Please understand this.

### ■ Equipment Transportation

Each company is responsible for arranging and paying for the transportation from the venue to your company for the removal of the exhibits.

If a participating company wishes to have the equipment removed via the show management office, please contact the show management office. The show management office will arrange for a designated contractor to remove the equipment. In this case, the show management office will invoice the participants for the transportation cost and other related expenses at a later date.



**Publicity and announcements about ShowNet, etc.**

# ■ PR Case Guide (1)

Promoting products by displaying caption panels, etc.

## ■ Equipment mounted in racks (POD racks)

Please stick a caption panel next to the equipment mounted on the rack.

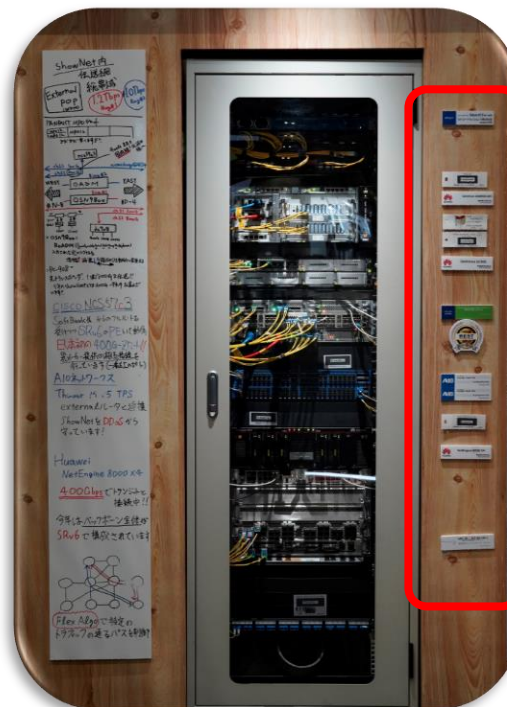
## ■ Display of physical equipment, etc. not mounted in racks / Caption panel posted

Testers and cables that are not mounted in racks can be displayed in the exhibit space set up near the ShowNet booth.

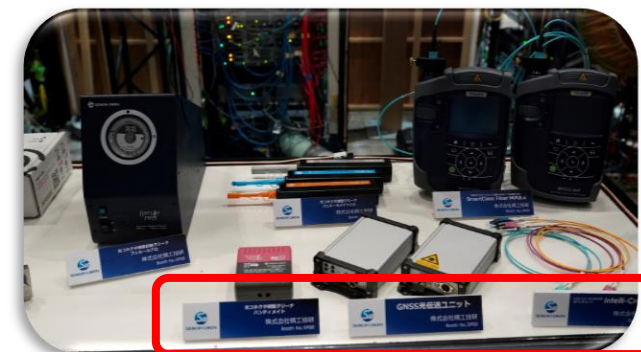
## ■ Posting of caption panels for non-physical equipment and other equipment not mounted in racks

Software and other items for internal operations that are not visible to the public should be captioned on a special display panel near the ShowNet booth.

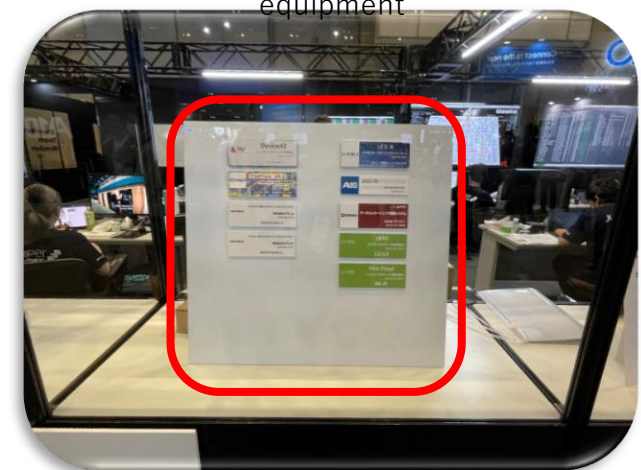
There are guidelines for posting. Each participating company is required to prepare their own postings in accordance with the promotion guidelines (to be announced at the end of April).



Rack Mounted Equipment



Non-rack mounted equipment



Software and other non-physical devices

## Others

### ■ Guidance from the ShowNet booth to the exhibition booth of each company

- Publication of ShowNet Specialized Floor Guide Map “Walking in ShowNet”
  - Distribution of "Running on ShowNet" signage, which identifies at a glance that the company is providing equipment, etc. to ShowNet.
- These details will be announced at ShowNet meeting at a later date.

### ■ ShowNet Booth Stands Out

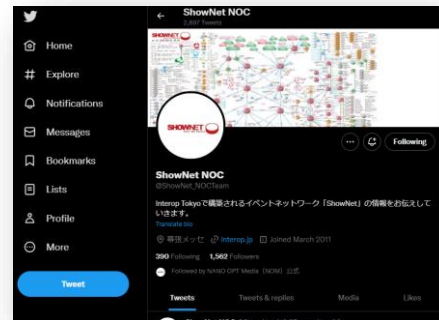
The ShowNet booth will be located in Hall 4, just outside the visitor entrance. The first thing visitors will notice is the ShowNet booth.

### ■ Promotions using social networking sites such as Facebook and Youtube

In addition to posts from ShowNet NOC team members and the show management office, we will also introduce posts from each company.



ShowNet Booth



X:@ShowNet\_NOCteam



Facebook: interop.shownet



YouTube:@InteropTokyo30

# ■ PR Case Guide (3)

## ■ Product appeal by NOC team members

ShowNet participating companies can request NOC team members to speak at their booths if they have a stage, etc. NOC team members can give lectures on ShowNet as "use cases" for more realistic PR.

\*After hearing your request, the show management office will introduce NOC team members. After that, please discuss the content and time of your presentation directly with a member of the NOC team.

\*NOC team members will speak in a neutral position.

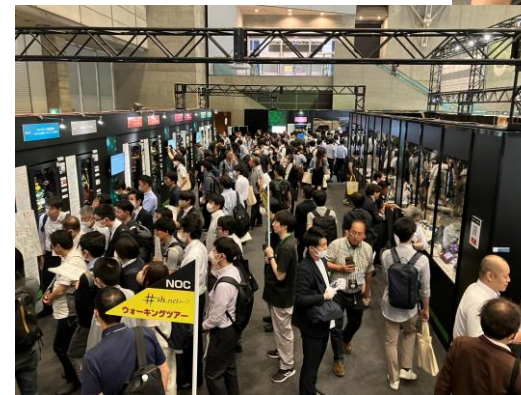
\*You will need to prepare your own presentation equipment in your booth.

## ■ Participation in Collaborative Demonstrations

ShowNet participating companies will be able to conduct demonstrations and other activities connecting their booths with their products that are actually in operation at ShowNet.

As an example, the management and aggregation screens of products running on ShowNet were introduced at the company's booth, Demonstrations of cooperation among multiple companies participating in ShowNet have also been conducted.

Since collaborative demonstrations, as a theme, can be more appealing to visitors, the show management office and NOC team members are more likely to actively disseminate information to the outside. The details of coordination will vary depending on the scale and content of the demonstration, so please contact the show management office first.



# ■Best of Show Award

## Automatic entry to Interop Tokyo Best of Show Award "ShowNet Contribution Category"

The "Best of Show Award" is given to the "Product of the Year," judged by a panel of judges comprised of key persons from leading media companies and intellectuals from the academic world. This is one of the major highlights of Interop Tokyo.

From the numerous entries, through the finalist judging panel, to the main judging on the day of the exhibition, which product will win the prestigious award after heated discussions? This year, too, a major industry-wide event will be held.

The Best of Show Award includes the "ShowNet Contributor Category," in which NOC members nominate products that have made a particularly significant contribution to the ShowNet concept and attracted attention from among ShowNet contributed products, and a panel of judges determines the winner.

If you participate as a ShowNet contributor, you will automatically be entered in the "ShowNet Contributor Category." There is no need for each company to make an entry. Please contribute to ShowNet with your latest products and aim to win an award.



## Interop Tokyo Best of Show Award "ShowNet Contribution Category" 2023 Winners

**Best of Show Award 発表**  
ShowNetコントリビュータ部門

**グランプリ**

**ShowNetによる次世代ネットワークへの取り組み**  
シスコシステムズ

**審査員コメント**  
大手町一帯展開の伝送ネットワークの取り組みに対してBright 400G 31+のオプティクスを使い、Cisco8608ルータで収容する取り組みに積極的に参加、成功を収めました。



**準グランプリ**

**大容量NGFWとインフラネットワークの融合**  
フォーティネットジャパン

**審査員コメント**  
ShowNetのセキュリティ対策を担い、400Gルーティング、スイッチに対応したFortiGate 4801Fの動作をはじめ、Wi-Fiコントローラーやクラウドサンドボックス連携など多様なサービス対応に取り組まれました。



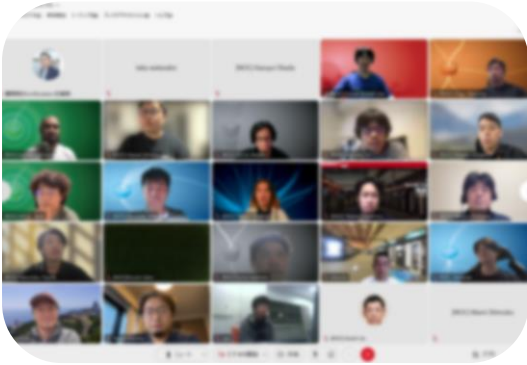
**特別賞**

**Local 5G デモンストレーション**  
NEC  
NTTコミュニケーションズ  
シスコシステムズ

**審査員コメント**  
3つのSub6実験試験局免許を取得してライブデモンストレーションを実施。ローカル5Gの可能性をライブデモンストレーションとして取り組みを実施し、数々のデモを提供していただきました。  
NEC：4600MHz - 4699MHz  
NTTコミュニケーションズ：4800 - 4899MHz  
シスコシステムズ：4700 - 4799MHz



# ■ From ShowNet construction to the main show of the exhibition



ShowNet Meetings

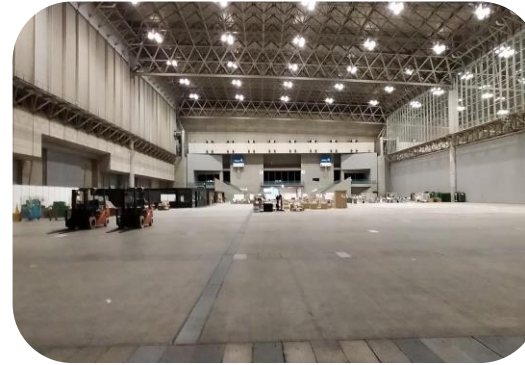
(Online and offline)

(Dec-May: once/month)



STM Information Session / Interview

(Online)



Start HotStage

Start with an empty space



Work space will be created during

HotStage



Setup and construction of equipment



ShowNet booth



Exhibition hall



**Inquiries about ShowNet**

Interop Tokyo Show Management Office  
In charge of ShowNet  
(Suzuki, Akuzawa, Maruoka)  
[shownet@f2ff.jp](mailto:shownet@f2ff.jp)



**Inquiries about exhibiting at Interop Tokyo**

Interop Tokyo Show Management Office,  
Sales(in Nano Opto Media, Inc.)  
[sales-info@f2ff.jp](mailto:sales-info@f2ff.jp)