

Guide to Exhibition Regulations

1. Scope of Exhibits

EDSFair 2005 will be divided into categories, in which booths will be allotted. Exhibitors may participate in their desired category. Those with operations spanning more than one category should select the most relevant category.

1.1. Hardware Solutions

System LSI, ASIC/ASSP, MPU/MCU, FPGA/PLD devices and others

1.2. Hardware Development (EDA)

- i. LSI design-related tools
ESDA/system-level design (higher than RTL), logic design (RTL to net list), logic verification, analog design/verification tools, IC layout tools, IC layout verification/analysis, IC signal analysis
- ii. PCB design-related tools
Circuit graphic creation, PCB layout, PCB signal analysis, product search/management tools
- iii. Integration design (SiP) tools

1.3 LSI testing, testers

LSI testers, design-for-testability tools, PCB testers, testers

1.4 IP core, macro

IP core, cell libraries, memory

1.5 Software solutions

Embedded OS, device drivers, firmware/middleware

1.6 Embedded processor development environments

Reconfigurable processors, ICE, debuggers, microcomputer CASE, compilers/cross compilers, simulators, hardware/software collaborative development environments

1.7 Design service-related

Design centers/design services, design consulting, IP distribution services and others

1.8 Design platforms

1.9 System management tools

1.10 PR-related

Publications and others

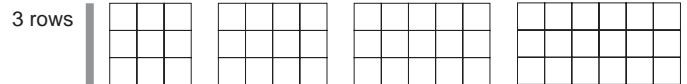
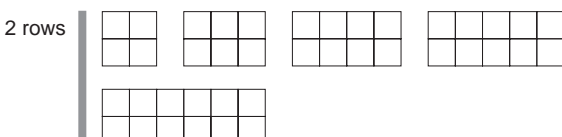
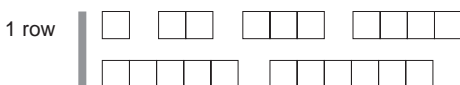
2. Eligible Exhibitors

2.1 Manufacturers, trading companies, publishing companies and organizations with operations applicable to Section 1 above.

2.2 Applications through representatives such as advertising agencies will not be accepted.

3. Configuration and Number of Booths

Configuration	No. of booths applied for
1 row	1, 2, 3, 4, 5, 6
2 rows	4, 6, 8, 10, 12
3 rows	9, 12, 15, 18
4 rows	16
Blocks	20, 25, 30



4. Booth Specifications

4.1 Booths in rows

Arranged in one or more rows in accordance with configurations shown above. Each booth is 2,970 mm (W) x 2,970 mm (D).

4.2 Block area

The total area of each block area will be calculated by multiplying the unit area of a booth (9m²) by the number of booths specified. Booths will then be rearranged in a space with a width-depth ratio of 2:1 to 1:1. This will be indicated in a design drawing at the time of booth lottery.

4.3 Booth height

Maximum booth height is 2,700 mm. This limit may be exceeded by 300 mm in exceptional cases of installing minimum lighting and/or sound equipment (small-size speakers, etc.), if inevitable for construction reasons.

5. Fees

The exhibition fees per booth are as follows:

Exhibitor classification	Apply by Sept. 10, 2004	Apply after Sept. 11, 2004
JESA member	¥262,500 (including tax)	¥273,000 (including tax)
Other	¥294,000 (including tax)	¥304,500 (including tax)

The above fees include:

5.1. Basic panels

Exhibitors with in-row booths will receive system panels for the rear of their booths and, if other booths are arranged adjacently, for the side(s). There will be no dividing panels on the aisle sides of booths. Basic panels will not be provided for exhibitors in block areas of 20 booths or more.

5.2. Basic power supply line

Installation of electric power supply lines for 1kW (max) single-phase 100V or 200V, including one outlet for total switching per booth (*Note: Electricity consumption is charged according to the table in paragraph 6.4 below.*)

5.3. 200 information leaflet/invitation ticket sets (Japanese) and envelopes per booth

5.4. Exhibitor and contractor badges (10 and 5 per booth)

5.5. Exhibitor introduction space in Guidebook

5.6. Exhibitor introduction space on Fair Web site

6. Additional Costs

The above exhibition fees do not include the following costs:

6.1 Booth decorations other than basic system panels

A package booth program is available.

[Standard package]

Parapets, cutting sheets for company name lettering, carpeting, reception counter, chairs, spotlights, fluorescent lights, electric outlet

One booth	¥90,300 (including tax)
Two booths	¥142,800 (including tax)
Three booths	¥195,300 (including tax)

Variations are available. Refer to the Guide for Preparation.

6.2 Extra power supply

Extra electric power supply lines (exceeding 1kW per booth single-phase or three-phase 200V) are available for the following

Single-phase 100V or 200V	¥8,400/kW (including tax)
Three-phase 200V	¥8,400/kW (including tax)

6.3 Installation work for extra electric power supply equipment

6.4 Total electricity consumption

Exhibitors bear the following charges for the consumption of electric power, including that of the basic power supply, in accordance with their power supply application:

Electric power consumption	¥2,100/kW (including tax)
----------------------------	---------------------------

6.5 Temporary telephone

Temporary telephones can be installed in booths on request. The following charges include basic installation, line application fees and call charges up to the stipulated amount. If the total of actual charges, including call charges, exceeds these amounts, the exhibitor will be invoiced after the Fair.

Public analog line	¥31,500/line (including tax)
INS 64 line	¥47,250/line (including tax)

Period of operation: January 26–28, 2005

6.6 Overtime charges

Exhibitors shall bear overtime work charges if preparation time is required in excess of the specified hours any day before or during the show.

Overtime charge	¥10,500/hour (including tax)
-----------------	------------------------------

6.7 Additional information leaflet/invitation ticket sets (Japanese), envelopes and exhibitor/contractor badges

Extra orders (exceeding free-of-charge allotments) will be charged at cost as follows:

Leaflet/Ticket sets (over 200 per booth)	¥50/set (including tax)
Envelopes (over 200 per booth)	¥30/envelope (including tax)
Exhibitor Badges (over 10 per booth)	¥50/badge (including tax)
Contractor Badges (over 5 per booth)	¥500/badge (including tax)

6.8 Booth administration

Costs related to booth administration include transportation and personnel.

6.9 Other

Other expenses may be incurred owing to exhibitor requests and/or legal requirements concerning booth design. Refer to the Guide for Preparation

7. Application and Payment

Fill in the appropriate application form(s) and submit to JESA by post. JESA will accept form submissions by fax. In such cases, the date of receipt will be the day it faxed. However, exhibitors are also required to send the original form(s) by post.

7.1 Send to

Japan Electronics Show Association
Attn., Mr. Fumiaki Yoshinaga, Mr. Takashi Kikushima
5F, Sumitomo Shibadaimon Bldg.
1-12-16, Shibadaimon, Minato-ku, Tokyo, 105-0012, Japan
Phone: +81-3-5402-7601 Fax: +81-3-5402-7605

Note: If you have not exhibited at the EDSFair before, you are required to submit your corporate profile and product catalog along with the application form.

7.2 Deadline

Early Application: Friday, September 10, 2004

- If all available booths are not reserved by this date, applications will be accepted from September 13.
- For applications received on or after September 13, some arrangements (Web site announcement, etc.) might be delayed compared with early applicants.
- In principle, the final deadline for application is November 12, even if all booths are not sold out.
- If booths remain available after the final deadline, applications might be accepted from November 15. In such cases, however, announcement in information sets might not be possible.

7.3 Fee payment

Exhibition fees are to be remitted to one of the following bank accounts upon receipt of an invoice from the Management Office. Payments by promissory note will not be accepted, and bank transfer charges are to be paid by the exhibitor.

Account name: Japan Electronics Show Association

Bank	Branch	Account type	Number
Sumitomo Mitsui	Marunouchi (245)	Ordinary	0962891
Tokyo Mitsubishi	Head Office (001)	Ordinary	0178253
Mizuho	Marunouchi (134)	Ordinary	1362752

8. Determination of Booth Location

Lots will be drawn to determine booth locations at the orientation for exhibitors held on October 19, 2004. Lotteries will be held among exhibitors with the same numbers and layouts of booths in the order that applications are received.

8.1 Primary lottery

For early applications (received by September 10, 2004)

8.2 Secondary lottery

For applications received from September 13 – 30

8.3 Supplementary booths

If booths remain available by the secondary lottery, they will be allotted to each floor as supplementary booths. New applicants on or after October 1 should select their desired locations from among the supplementary booths at the time of application.

9. Booth Cancellation/Reduction

Exhibitors who cancel or reduce their booth size for any reason shall bear the following penalties, plus consumption tax.

Date notified	Penalty
Sept. 13 – 30	50% of exhibition fee
Oct. 1 – Nov. 12	80% of exhibition fee
Nov. 15 or after	Entire exhibition fee

Written notification of the intention to cancel or reduce booth size should be sent by fax or e-mail. This notification is valid on the day it arrives at the Management Office.

10. Fair Cancellation

If the Fair cannot be held due to a natural disaster such as an earthquake, fire or other calamity beyond human control, fees will be refunded to exhibitors after subtracting necessary expenses incurred up to the date of said calamity. However, the Management Office cannot be held responsible for other expenses incurred by exhibitors.

11. Prohibitions and Restrictions

11.1 Sales of goods

Under no circumstances may exhibitors sell products on the Fair site.

11.2 Disturbing others

Exhibitors are prohibited from distributing questionnaires or soliciting visitors in aisles. For more details, please refer to the *Guide for Preparation*.

12. Responsibility for Exhibits

To the best of its ability, the Management Office will ensure the security of exhibits during the Fair period by means of security guard patrols. However, the Management Office assumes no responsibility for damage or loss through natural disasters, fire, thefts or other events. Exhibitors are encouraged to arrange appropriate measures, such as insurance, for their property at the Fair.

13. Suites

Suites are available in the exhibition hall for exhibitors to conduct business negotiations or demonstrate products to specific customers. Please fill in the designated column in the exhibition application form, and send it to the Management Office.

13.1 Dates and times of usage

9:00 a.m. to 7:00 p.m., January 27 & 28

13.2 Room specifications and charges

Type-S	3,960mm (w) X 3,960mm (d) (approx. 16m ²) X 2,700mm (h)	¥273,000
Type-M	5,940mm (w) X 3,960mm (d) (approx. 24m ²) X 2,700mm (h)	¥336,000
Type-L	5,940mm (w) X 4,950mm (d) (approx. 30m ²) X 2,700mm (h)	¥378,000

The above room charges included the following costs:

- 4 walls and 1 door (system panels)
- Carpet
- Signboard with exhibitor's name
- 1.5-kW power source (socket) and electricity consumption
- 40-W fluorescent lights (3 for Type-S, 6 for Type-M, 8 for Type-L)

13.3 Maximum rooms available

Booths applied for	Maximum rooms
6 or less	1
8–10	2
12–15	3
16 or more	4

13.4 Room allocation

The Management Office will determine room allocation.

13.5 Fixtures

The Management Office will provide, on request, detailed information on fixtures such as tables, chairs and reception sets. Applicants must pay actual costs and expenses to use these fixtures. The applicant should prepare demonstration equipment and instruction materials.

13.6 Restrictions

- Neither microphones nor speakers are permitted in the suites.
- Suites may not be used either as waiting or stock rooms.
- Re-rental of suites to other companies is not permitted.

13.7 Administration

- The suite area will be located in the Exhibition Hall and clearly distinguished from the exhibition area using system panels and other installations.
- The Management Office will be responsible for the suite area, but users should manage their suite rooms.
- The user should arrange escorts to suites. Paging services will not be available.
- A refreshment lounge in the Exhibition Hall will provide food and beverage services for exhibitors and visitors. Users shall bear the relevant costs.
- Two or more adjacent suites can be combined for use as a large room, or the room size can be altered by moving partition walls.

13.8 Cancellation and reduction of suite spaces

Exhibitors who cancel or reduce their suite size for any reason shall bear the following penalties, plus consumption tax.

Date notified	Penalty
Sept. 13 – 30	50% of suites charge
Oct. 1 – Nov. 12	80% of suites charge
Nov. 15 or after	Entire suites charge

14. Seminars by Exhibitors

Exhibitors can purchase seminar time and use it for presentations of new technologies and products.

Please fill in the designated column in the exhibition application form, and send it to the Management Office.

14.1 Available times and dates

10:30 a.m. to 5:15 p.m., January 27 & 28

[Planned timetable]

Jan. 27	Jan. 28
10:30 a.m.–1:15 a.m.	10:30 a.m.–11:15 a.m.
11:30 a.m.–12:15 p.m.	11:30 a.m.–12:15 p.m.
12:30 p.m.–1:15 p.m.	12:30 p.m.–1:15 p.m.
1:30 p.m.–2:15 p.m.	1:30 p.m.–2:15 p.m.
2:30 p.m.–3:15 p.m.	2:30 p.m.–3:15 p.m.
3:30 p.m.–4:15 p.m.	3:30 p.m.–4:15 p.m.
4:30 p.m.–5:15 p.m.	4:30 p.m.–5:15 p.m.

14.2 Application

- Each session should be 45 minutes in length or less.
- Any number of sessions can be used for one or multiple topics.
- Exhibitors may apply for up to two consecutive sessions for any one topic.
- Final seminar dates and times will be determined by lottery after the application period.
- If the number of applications exceeds the total available number of sessions, sessions might be limited.

14.3 Usage fees (45-minute session)

Room capacity	Price
A-type: Up to 30	¥42,000 (including tax)
B-type: Up to 50	¥63,000 (including tax)
C-type: Up to 100	¥126,000 (including tax)

The above usage fees include the following costs:

- Podium, chairs with writing boards for audience, whiteboard, PA equipment, overhead projector, liquid crystal projector, screen, laser pointer
- Program board in front of the room
- Reception desk
- Additional equipment or materials as necessary can be ordered separately. Expenses for such additional materials shall be borne by users.

14.4 Seminar objectives

Seminars should be limited to presentations of information, new technologies, new products, and/or progress of technological developments related to the user's exhibit.

14.5 Admission

Free

14.6 PR assistance

It is generally the responsibility of the user to gather participants for seminars. However, the Management Office will assist users by publicizing the seminar program as follows:

- i. In the Information Letter
- ii. On the Fair Web site
- iii. In the Guidebook distributed to all visitors at the exhibition
- iv. On-site signs including announcements, locations and guidance to locations

14.7 Documents

- i. Users shall prepare seminar documents (50 copies for A-type, 70 for B-type, 120 for C-type).
- ii. User shall arrange for personnel to distribute documents to participants at the seminar location.
- iii. Copies should be prepared at each booth for exhibition visitors who cannot attend seminars.

14.8 Audience data and surveys

Visitor data is recorded at the reception desk for each seminar. Reports on audience data will be presented to exhibitors on CD-ROM after the Fair. Exhibitors may use this data for conducting surveys.

14.9 Cancellation and Reduction of Seminar Spaces

Exhibitors who cancel or reduce their seminar size for any reason shall bear the following penalties, plus consumption tax.

Date notified	Penalty
Sept. 13 – 30	50% of seminar fee
Oct. 1 – Nov. 12	80% of seminar fee
Nov. 15 or after	Entire seminar fee

15. Guidelines for Advertising Placement

Diverse advertising media and services are being planned to enhance exhibition effectiveness at EDSFair 2005. Apply for these services by filling out the appropriate sections of the Application for Exhibition and return it to the Management Office. A special early application discount of 20% will be offered to exhibitors who apply on or before September 10, 2004.

15.1 Ad in Guidebook

- i. Guidebook format: A4 size, about 60 pages, offset printing
- ii. Circulation (planned): 15,000
- iii. Publication date: January 27, 2005
- iv. Distribution: Free of charge to EDSFair 2004 visitors
- v. Ad space and price list (including tax)

Ad type	Early applicants	Regular applicants
Inside front cover	¥302,400	¥378,000
Inside back cover	¥277,200	¥346,500
Back cover	¥336,000	¥420,000
Opposite contents	¥252,000	¥315,000
Article insert, 1 color	¥126,000	¥157,500
Article insert, 2 colors	¥168,000	¥210,000
Article insert, 4 colors	¥252,000	¥315,000

- vi. Instructions for camera-ready materials
 - a. Submit camera-ready ad materials. If requesting the printing company to produce these materials, a fee will be charged.
 - b. Produce full-size camera-ready materials.
 - c. Dimensions: (W X H in mm)
Finished size: 210 X 297, printer lines: 216 X 303
Printed area: 180 X 267

vii. Order of placement

Ads inserted in articles will be placed in the order applications are received.

15.2 Web Site Banner Ads

- i. Web site
Banner ads will be randomly displayed in a separate frame on the Fair Web site (www.edsfair.com).
- ii. Period of placement
Mon., December 13 – Fri., February 28, 2005
- iii. Size
40 pixels (H) X 180 pixels (W)
- iv. Price list

	Early applicants	Regular applicants
With ad in Guidebook	¥42,000 (including tax)	¥52,500 (including tax)
Without ad in Guidebook	¥84,000 (including tax)	¥105,000 (including tax)

- v. Format
Banner file size: Maximum of 10KB
Banner file formats: GIF, JPEG
Animated GIF: up to 2 images may be alternately displayed
- vi. Production services
The Management Office will produce banner ads upon request.

Basic file format	¥52,500 (including tax)
Animated GIF	¥84,000 (including tax)

15.3 Block ads on Fair map

- i. Format: A3 sheet (black and white)
- ii. Circulation (planned): About 10,000
- iii. Distribution: All visitors to EDSFair 2005
- iv. Size of ad space: 5.5 cm (h) X 8.5 cm (w)
- v. Service charges

Early applicants	Regular applicants
¥126,000 (including tax)	¥157,500 (including tax)

- vi. Format: Macintosh Illustrator

15.4 Customized message mail-out service (by e-mail)

- i. No. of recipients: About 7,000
- ii. Recipients: Previous visitors and preregistrants for EDSFair 2005
- iii. Dates: On a date of the exhibitor's choice between Dec. 13, 2004, and Jan. 26, 2005. The Management Office may coordinate the order of mail-out dates, in case more than two applicants choose the same date.
- iv. Content of message: Restricted to information about EDSFair 2005 exhibits
- v. Service charges

Early applicants	Regular applicants
¥126,000/mail-out (including tax)	¥157,500/mail-out (including tax)

vi. Message format

Preferred mail-out date: [Specify preferred date]

Subject: [Specify message title]

Body: Up to 35 characters X 17 lines (595 characters) of text-only data

Mail-out Sender Account: Exhibitor name will appear as message sender, so please specify the mail account to be used.

Note: The EDS Fair header and footer will be attached to the body of the message. We will inform you of the content of the header and footer at a later date.

Electronic Design and Solution Fair 2005

Early Application Deadline

September 10, 2004(Fri.)

Regular - Application Form

We agree to conform to all the provisions in the Guide for Exhibitors and hereby apply to exhibit at the Electronic Design and Solution Fair 2005 as follows:

■ Applicant Information

Name of Company			
Homepage URL			
Head Office Address			
Company Representative		Title	
Person in Charge of Exhibit		Department, Title	
Address of Person in Charge of Exhibition			
Phone	() -	F A X	() -
E-Mail			

If you have not exhibited at EDSFair before, you are requested to submit your company and product catalogs.

■ Name of Co-exhibitor (affiliate, group or different company)

Company Name	
---------------------	--

■ Applicable Products

Check one category.

Exhibition Category	
<input type="checkbox"/> 1. Hardware Solutions	<input type="checkbox"/> 6. Embedded processor development environments
<input type="checkbox"/> 2. Hardware Development (EDA)	<input type="checkbox"/> 7. Design service-related
<input type="checkbox"/> 3. LSI testing, testers	<input type="checkbox"/> 8. Design platforms
<input type="checkbox"/> 4. IP core, macro	<input type="checkbox"/> 9. System management tools
<input type="checkbox"/> 5. Software solutions	<input type="checkbox"/> 10. PR-related

■ Number of Booths * Circle the layout and number of booths required. (Refer to #3 of Guide to Exhibition Regulations)

1 row	1 booth, 2 booths, 3 booths, 4 booths, 5 booths, 6 booths	4 rows	16 booths
2 rows	4 booths, 6 booths, 8 booths, 10 booths, 12 booths	Blocks	20 booths, 25 booths, 30 booths
3 rows	9 booths, 12 booths, 15 booths, 18 booths		

■ Suites

Number of Suites	Type-S () suite(s)	Type-M () suite(s)	Type-L () suite(s)
-------------------------	---------------------	---------------------	---------------------

■ Exhibitor's Seminar

* Fill in the desired type and date. If you would like to hold two sessions continuously, please mark 1 in the () of continuous rooms column.

Desired date	Room for 30 participants		Room for 50 participants		Room for 100 participants	
Jan. 27	() continuous rooms	() separated rooms	() continuous rooms	() separated rooms	() continuous rooms	() separated rooms
Jan. 28	() continuous rooms	() separated rooms	() continuous rooms	() separated rooms	() continuous rooms	() separated rooms

■ Advertising in the Guidebook

* Circle the applicable space of advertisement location request: Front cover inside; Back cover inside; Back cover page; Opposite contents

* Specify the number of pages required if requesting an advertisement on inside pages.

Advertisement in Guidebook	Inside front cover	Inside back cover	Back cover	Opposite contents	Article insert, 1 color	Article insert, 2 colors	Article insert, 4 colors
					() Page(s)	() Page(s)	() Page(s)

* Circle if any of the following advertisements are requested:

Homepage banner ad		Block ad in Fair Site Map		Customized message mail-out service (by e-mail)	times
---------------------------	--	----------------------------------	--	--	-------

For Management Office Use

Early application	Secondary application	Reception#	Member	I n p u t	Invoicing	Booth No.