



Electronic Design and Solution Fair 2010

with FPGA/PLD Design Conference

Exhibition Outline

Period: Thursday-Friday, January 28-29, 2010

Place: Pacifico Yokohama, Kanagawa, Japan

Japan Electronics and Information Technology Industries Association JEITA

"New" @EDSFair, on-site, Not on web-site

Electronic Design and Solution Fair
2010

www.edsfair.com/e/

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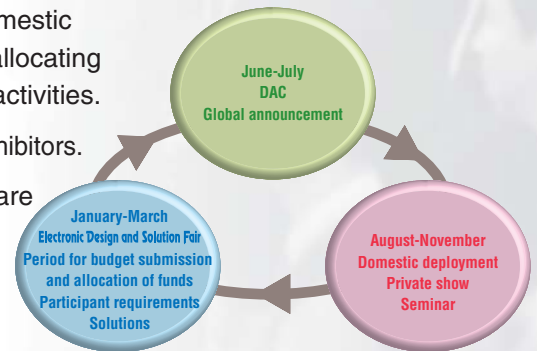
EDSFair is a large-scale tradeshow, important Centerpiece of Businesses in Japan, sponsored by JEITA that showcases the latest IC design tools, methodologies, manufacturing solutions, design services, and many other technologies that affect today's electronic circuits and systems.

What is JEITA

The objective of the Japan Electronics and Information Technology Industries Association (JEITA) is to promote the healthy manufacturing, international trade and consumption of electronics products and components in order to contribute to the overall development of the electronics and information technology (IT) industries, and thereby further Japan's economic development and cultural prosperity.

EDSFair is

- Scheduled to be held at the same time as when domestic semiconductor and equipment manufacturers are allocating their budgets so it is perfectly timed for your sales activities.
- A great opportunity to enhance the brand image of exhibitors.
- An ideal venue for identifying customer needs that are difficult to obtain normally in business operations. And this feedback can be used as marketing data to enhance sales opportunities.



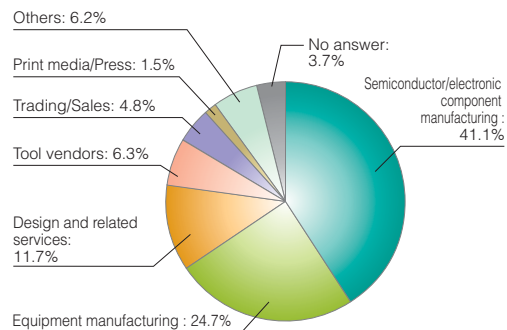
Visitor Trends at EDSFair

- 54.6% of visitors are involved in the introduction of products.
- Visitors are handling of a wide variety of equipment.

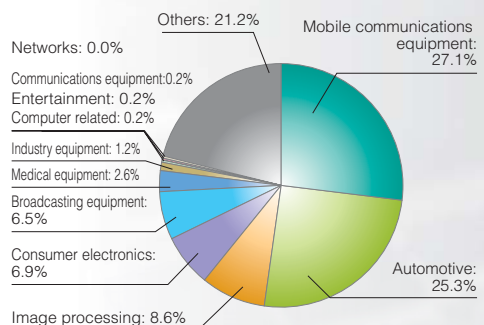
EDSFair2009 Visitor Data

Date	Weather	No. of Visitors
January 22, 2009 (Thu.)	Cloudy	3,953
January 23, 2009 (Fri.)	Clear	5,164
Total		9,117

Business



Application of equipment



Key points to Attract Visitors

- Use every possible channel such as sponsors to attract visitors
- Plan projects to draw key engineers
- Reach to industry key persons by interface with web site and industry journals
- Create an environment for the engaged engineers to visit the fair effectively

Support Service increases exhibit-effectiveness

Use of Seminar Rooms

Charged

NEW

NEW

■ Exhibitors can use seminar rooms available in 2 sizes (Regular type or Large type) to conduct effective presentations of technology and product seminars.

Advantages

■ Seminar information will be released in the official Web site and information leaflets prior to the fair.

■ EDSFair 2010 will introduce an exhibitor seminar online reservations system. It enable exhibitor to know the number of expected audience and their comments prior to the fair.

■ Exhibitor seminar will take in a wide variety of theme. Visitors will be able to participate effectively in seminars with theme.

Web Site Placement

Free

■ EDSFair 2010 official Web site can be browsed not only by potential visitors but also by those involved in the industry and the press.

■ Important exhibitor products can be introduced in the site and we will offer links to the Web sites of exhibitors to help promote products and the exhibitor during and after the event.

Use of Suites Rooms

Charged

■ Suites that serve as executive-style meeting rooms allow exhibitors to communicate with small groups or special customers in a relaxed atmosphere.

■ Make good use of suites to introduce strategic or yet-to-be announced products to a specific audience.

Information Leaflets (in Japanese) and Envelopes

Free : 200sets per booth

■ The number of sets available may vary depending on the number of booths.

■ Each set will include an information leaflet with envelope for visitors, which can be used to invite important customers to your booth and the fair.

Distribution of Press Releases

Free

■ Exhibitor press releases will be distributed to the media at the pressroom located at the site to make information on key products and new technologies readily available at the EDSFair.

EDSFair Official e-Mail Service

Charged

■ Customized exhibitor information messages can be inserted in the official e-mail address of the EDSFair, which will be sent by the management office to prospective visitors two months prior to the fair. This will be an effective tool to attract more visitors.

Maximize of the potential of your business
at the EDSFair.

The Exhibition fees (including tax) per booth are as follows:

■ Standard Booth: 9m² (2,970mm(W) × 2,970mm(D))

	Apply by Sept.28,2009	Apply after Sept.29,2009
JESA Member	¥262,500	¥273,000
Other	¥294,000	¥304,500

■ Emerging Company Package Booth: 4m² (2,000mm(W) × 2,000mm(D))

Corporations and/or organizations that have exhibited two times or less at the past EDSFair	¥210,000
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EDSFair2010 Schedule

Mid-August	Start accepting applications	December 10	Booth fee payment due date for secondary applicants
September 28	Deadline for early application (deadline for primary lottery)	January 28 & 29	EDSFair 2010
October 19	Deadline for secondary application (deadline for secondary lottery)	February 1	Summary report on the number of visitors
October 29	Booth location drawing and orientation for exhibitors	March 31	Deadline for remaining fee payments
November 25	Booth fee payment due date for early applicants	Note: Aforementioned schedule may change without prior notice.	
Early in December	Release of exhibitors information, start of preliminary registration for ad placement in information leaflet and Web site, press release distribution, e-mail-out service, and other promotional activities		

Exhibition Outline

■ Objectives:

The age of chips with millions of gates is at hand, and advanced development to upgrade device performance, reduce risks, costs and power consumption, and embed software is proceeding at an unprecedented pace around the world. Reflecting this trend, EDSFair assembles specialized information on advanced device technologies, such as EDA, ASICs (Application Specific Integrated Circuits), FPGA/PLDs (Field Programmable Gate Array/Programmable Logic Devices), IP re-usage, embedded software and design services. Also featured are the latest trends and targets for further development of electronics technologies.

■ Name:

Electronic Design and Solution Fair 2010
(EDSFair2010)

■ Schedule:

Thursday, January 28 & Friday, January 29, 2010
10:00 a.m. to 6:00 p.m

■ Location:

Pacifico Yokohama (Exhibition Hall, Annex Hall)
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012

■ Admission:

Exhibition: Free (registration required at show entrance)
Conferences: Fees will be charged for some conferences

■ Sponsor:

Japan Electronics and Information Technology Industries Association **JEITA**

■ Cooperation:

Electronic Design Automation Consortium **EDA CONSORTIUM**

■ Support:

(expected)

Ministry of the Economy, Trade and Industry, Japan (METI)
Embassy of the United States of America in Japan
Distributors Association of Foreign Semiconductors (DAFS)
City of Yokohama

■ Assistance:

(expected)

Institute of Electronics, Information and Communication Engineers (IEICE)
Information Processing Society of Japan (IPSJ)
Japan Printed Circuit Association (JPCA)

■ Jointly held event:

The 17th FPGA/PLD Design Conference

■ Management:

Japan Electronics Show Association (JESA)

Sponsor: Japan Electronics and Information Technology Industries Association **JEITA**

Chiyoda First Bldg. South Wing, 3-2-1,
Nishi-Kanda, Chiyoda-ku, Tokyo 101-0065, Japan

■ Exhibition applications and contacts

Management: Japan Electronics Show Association (JESA)

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