

Trade Show & Conference Spotlight Key Design Solution Technologies

Electronic Design and Solution Fair 2011

Exhibition Guide

January 27-28, 2011

Pacifico Yokohama, Japan

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

For Further Information >>> www.edsfair.com/e/

EDSFair2010 Exhibition Result

■ Number of Visitors : **9,300** visitors

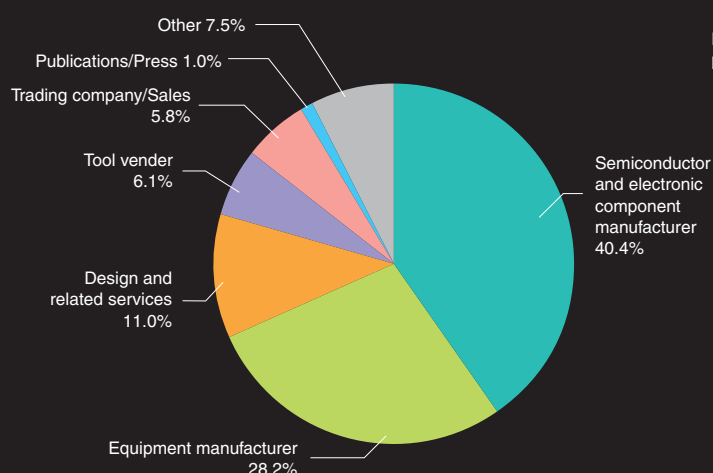
■ Number of Exhibitors : **113** companies

■ Number of Booths : **231** booths

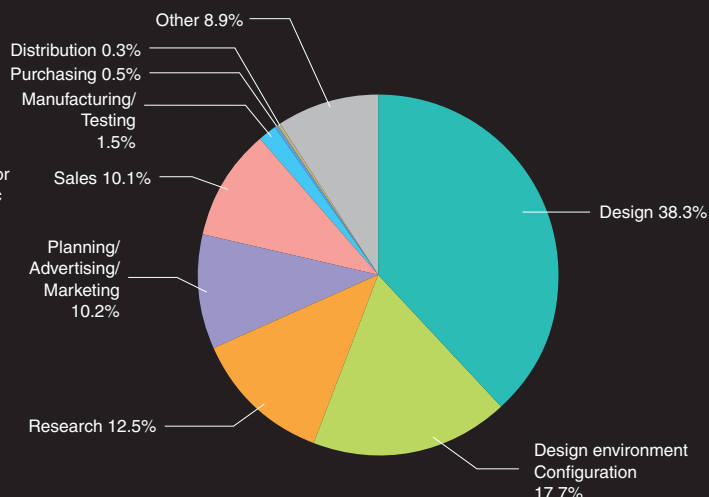
■ Number of Exhibitor Seminars: **84** sessions (**2,337** attendees)

■ Visitors' Data

Type of Business

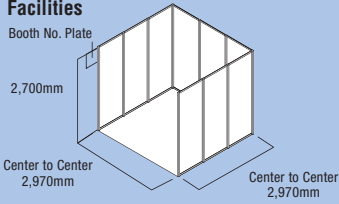


Speciality

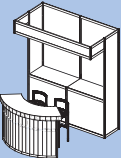


Booth Demonstration

Regular Area

Eligible Exhibitors	Manufacturers, Trading companies, Publishing companies and Organizations with operations applicable to Exhibition Category on the reverse side of this paper	
Booth Standards	9m ² : 2,970mm(W) × 2,970mm(D) × 2,700mm(H) / 1 booth	
Facilities 	System panels Basic power supply (100V or 200V power supply with 1kW capacity) Booth number plate 200 Information leaflets (in Japanese) and Envelopes per booth Exhibitor introduction space on the official Web site Exhibitor and contractor badges (10 and 5 per booth)	
Exhibition Fee *JESA Member is offered at specially reduced price.	Apply by Aug.27,2010	¥294,000 (tax included) / 1 booth
	Apply after Aug.28,2010	¥304,500 (tax included) / 1 booth

Emerging Company Area

Eligible Exhibitors	Corporations and/or organizations, which have exhibited two times or less at the past EDSFair, with operations applicable to Exhibition Category on the reverse side of this paper	
Booth Standards	4m ² : 2,000mm(W) × 2,000mm(D) × 2,700mm(H) / 1 booth	
Facilities  (image)	Display space, Display stand (with drawers), Reception counter, Chairs, Lightings Electric outlet (1-kW worth) 200 Information leaflets (in Japanese) and Envelopes per booth Exhibitor introduction space on the official Web site Exhibitor and contractor badges (10 and 5 per booth) Eligibility to participate in the Guided Tour	
Exhibition Fee	¥210,000 (tax included) / 1 booth	

Exhibitor Seminar

Eligible for use	Exhibitor *Seminars should be limited to presentations of information, new technologies, new products, and/or progress of technological developments related to the user's exhibit.	
Facilities	Podium, Chairs with writing boards for audience, Whiteboard, PA equipment, Overhead projector, LCD projector, Screen, Laser pointer, Program board in front of the room Audience data on CD-ROM PR assistance with Web and printed materials	
Seminar room Charge	Regular type: for 30-50 audiences	¥52,500 (tax included) / 1 session (45mins.)
	Large type: up to 100 audiences	¥126,000 (tax included) / 1 session (45mins.)
Seminar Categories(scheduled) *may slightly change due to the number of applications	(A) ESL (including early SW development and virtual/HW prototyping) (B) Low Power (C) Timing convergence (D) DFM (E) Reliability(Power integrity) (F) AMS design/verification (G) Functional verification (including HW prototyping) (H) IP (I) PCB (J) DFT (K) Physical verification (L) Physical implementation (M) Design/Verification service (N) Thermal/Fluid analysis (O) Others	

Suites

Eligible for use	Exhibitor *The number of available rooms is limited depending on the number of booth applied for. 6 or less booth(s) for 1 room, 8-10 booths for 2 rooms, 12-15 booths for 3 rooms, 16 or more booths for 4 rooms	
Facilities	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)	
Room Charge *9:00 a.m. to 7:00 p.m., January 27 & 28, 2011	S type 3,960mm (w) × 3,960mm (d) (16m ²) × 2,700mm (h)	¥273,000 (tax included)
	M type 5,940mm (w) × 3,960mm (d) (24m ²) × 2,700mm (h)	¥336,000 (tax included)
	L type 5,940mm (w) × 4,950mm (d) (30m ²) × 2,700mm (h)	¥378,000 (tax included)

■ **Exhibition Category**

1. Hardware solutions

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

2. Hardware development (EDA)

i. IC design tools

System level design (higher than RTL), Logic design (RTL to net list), Logic verification, Analog design/verification, Physical implementation, Physical verification/analysis, Signal integrity analysis, Test (DFT/BIST/ATPG/others), DFM (OPC/RET/PSM/LRC/ TCAD/others), ASIC Prototyping and others

ii. PCB design tools

Schematic capture, Analog design/verification, Layout, Signal Integrity/Power Integrity/EMC analysis, Electromagnetic field analysis, Thermal analysis and others

3. Software solutions

Embedded OS, Device drivers, Firmware, Middleware, Virtual platform Development and others

4. IC tester/analyzer

IC testers, PCB testers, Analyzers and others

5. IP core, Macro, Cell libraries

6. Embedded processor development environments

Reconfigurable processors, ICE, Debuggers, Microcomputer CASE, Compilers/cross compilers, Simulators, Hardware/software co-design environments and others

7. Design service-related (LSI/PCB)

Design houses, Design services, Design consulting, Prototyping/manufacturing, IP distribution services and others

8. Design infrastructure (WS/PC, Network)

9. Design data management tool

Design data management and others

10. Mask shop, Foundry

11. University (R&D), Consortium

12. PR-related

Publications and others

■ **Exhibitor Timeline**

August 27	Deadline for Early Exhibitor Application
August 28	50% of Cancellation Fee Applies to Cancellation/ Reduction of Booth, Seminar and Suites
September 24	Deadline for Secondary Exhibitor Application
September 25	80% of Cancellation Fee Applies to Cancellation/ Reduction of Booth, Seminar and Suites
October 21	Booth Location Drawing for Regular Booths and Orientation for Exhibitors
October 21 <small>(Day when the exhibitor orientation held)</small>	100% of Cancellation Fee Applies to Cancellation/ Reduction of Booth, Seminar and Suites
November 26	Booth Fee Payment Due Date for Early Applicants
Early in December	Release of Exhibitors Information, Start of Promotional Activities for Visitors
December 24	Booth Fee Payment Due Date for Secondary Applicants
January 27&28	EDSFair 2011
January 31	Summary Report on the Number of Visitors
March 31	Deadline for Remaining Fee Payments

Note: Aforementioned schedule may change without prior notice.

■ **Contact and Send Application to:**

Japan Electronics Show Association (JESA)

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