Exhibition Guide

Open the door! to the future

November 20-22, 2013
Pacifico Yokohama, Japan
Sponsor: JEITA Japan Electronics and Information Technology Industries Association
www.edsfair.com

Concurrently held event: Embedded Technology 2013
**EDSFair2013 Exhibition Theme**

**Open the door! to the future**

It has now been three years since EDS Fair started to be held at the same time as ET. During this time, the importance of software and hardware co-design and co-verification has been increasing on a daily basis. The major direction in the industry is “overall optimization.” It has become vital to optimize the entire system from the initial design stage with timing design, power-saving design, noise design and thermal design. This optimization of the entire system includes not only the interior of the LSI but also the packaging, printed circuit boards, equipment and software. In line with this change, new challenges are being demanded of all designers. It has become essential to pioneer new technological fields, review modeling and optimization techniques, and train engineers who have more skills than ever before. In these changing times, the EDS Fair 2013 will offer support for the challenges of all designers while providing an exhibition and projects that will lead to a bright future. Let’s everyone open the door to the future all together!

**A Professional Exhibition**

EDSFair provides various attractive events for

**Point 1** Events on the special stage

Programs offer what semiconductor designers need to know but cannot easily obtain via the web. For example, the design case studies and basic technology seminars attracted many visitors in previous exhibitions.

**Point 4** Matching service guides visitors to their desired exhibits

Exhibition maps for each product category and the web matching service for each product will guide visitors straight to the exhibits they want to see, which may be spread across all halls and exhibition sites of Pacifico Yokohama.

**Summary of exhibitions in 2012**

Over 28,000 engineers visited the 3-day exhibitions.

<table>
<thead>
<tr>
<th>Date</th>
<th>EDSFair</th>
<th>ET</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 14 (Wed.)</td>
<td>1,322</td>
<td>6,691</td>
<td>8,013</td>
</tr>
<tr>
<td>Nov. 15 (Thu.)</td>
<td>2,167</td>
<td>8,118</td>
<td>10,285</td>
</tr>
<tr>
<td>Nov. 16 (Fri.)</td>
<td>2,117</td>
<td>8,004</td>
<td>10,121</td>
</tr>
<tr>
<td>Total</td>
<td>5,606</td>
<td>22,813</td>
<td>28,419</td>
</tr>
</tbody>
</table>

(The number of visitors to EDSFair does not include those who registered in ET only and visited EDSFair.)
Covers Essential Technologies for Design Solutions

Interactive for exhibitors.

**Point 2 Interactive events**

Discussion sessions allow semiconductor designers to exchange opinions about common problems. These events also create valuable opportunities for new business.

**Point 3 Co-events and tie-up projects**

Events on EDA technologies are planned to be held together with EDSFair. Tie-up projects with the media are also planned for attracting visitors and providing information.

**Point 4**

EDSFair provides chances to win new customers and expand business.

**Point 5 Special exhibits attracting visitors**

There are special exhibitions focusing on issues which engineers want to solve, such as product differentiation, development cost, development time, and risk management in semiconductor design. These attract target users.

**Point 6 Closer collaboration with ET for mutual synergy**

EDSFair will be located in the center of the ET2013 venue to enhance communication among visitors. Collaborative sessions and a Happy Hour are also planned to be improved.

Many system LSI development engineers of the leading semiconductor companies in Japan visited.

- **60.8% of visitors are involved in introducing products.**

Many engineers visited from embedded technology-related industries.

- **58.1% of visitors are involved in introducing products.**

**Type of industry**

- Other 7.1%
- Trading company/sales 4.2%
- Tool vendor 8.7%
- Design and related services 10.3%
- Equipment manufacturer 28.1%

**Type of job**

- Procurement 6.5%
- Manufacturing/testing 16.7%
- Planning/ advertising/marketing 0.7%
- Other 8.8%
- Sales 9.4%
- Research 10.2%

**Type of industry**

- Other 5.7%
- Other electronic and electrical equipment 20.4%
- System integration/ software system 14.3%
- Monitoring equipment/measuring equipment 9.5%
- Design and engineering 19.1%
- Trading company/sales 18.1%
- Public organization/educational 0.7%
- Agriculture 0.5%
- Medical equipment 1.8%
- Energy-related electronics 1.6%
- Design environment configuration 24.2%

**Type of job**

- Design 68.1%
- Procurement 0.5%
- Manufacturing/testing 16.7%
- Planning/ advertising/marketing 0.7%
- Other 8.8%
- Sales 9.4%
- Research 10.2%

EDSFair provides various attractive events for semiconductor designers.

*The number of visitors to EDSFair does not include those who registered in ET only and visited EDSFair.*

Over 28,000 engineers visited the 3-day exhibitions.

**Embedded Technology 2012**

Many engineers visited from embedded technology-related industries.

- Product development, designing, and research of software 24.3%
- Product development, designing, and research of hardware 17.2%
- Product development, designing, and research of system integration 10.1%
- Product development, designing, and research of service 16.0%
- Product development, designing, and research of system integration 25.8%
- Product development, designing, and research of system integration 0.7%
- Training, personnel 2.1%
- Management 4.2%
- Marketing, public relations 4.8%
- Sales, technical sales 25.4%
- Manufacturing, production, quality assurance 2.4%
- Product development, designing, and research of others 4.3%
- Product development, designing, and research of service 4.3%
- Product development, designing, and research of others 4.3%
- Product development, designing, and research of system integration 0.7%
- Product development, designing, and research of others 4.3%
- Product development, designing, and research of service 16.0%
- Product development, designing, and research of system integration 25.8%
- Product development, designing, and research of system integration 0.7%
- Training, personnel 2.1%
- Management 4.2%
- Marketing, public relations 4.8%
- Sales, technical sales 25.4%
- Manufacturing, production, quality assurance 2.4%
- Product development, designing, and research of others 4.3%
- Product development, designing, and research of service 4.3%
Support Services to Increase the Effectiveness of Exhibits

Exhibitor seminars
Exhibitors can use the seminar rooms to effectively present their products and technologies. All support services are included, such as accepting online reservations, posting seminar information by direct mail and e-mail newsletters, covering the reception, and gathering audience data.

- **Seminar categories**
  - (A) System design and verification (including early-stage software development/ varying prototyping techniques)
  - (B) Low power (C) Timing (D) DFMA
  - (E) Reliability (power integrity) (F) AMS design/verification
  - (G) Function verification (including prototyping techniques)
  - (H) IP (I) PCB (J) SIP (K) DFT (L) Physical verification
  - (M) Physical implementation (N) Logic design
  - (O) Design/Verification service
  - (P) Electromagnetic/Thermal/Fluid analysis
  - (Q) FPGA-related (R) Others

- **Additional services**
  - Podium, chairs with writing boards for audience, PA equipment, LCD projector, screen, laser pointer
  - Reception facilities and staff
  - Audience data

Suites
Suites are available in the exhibition hall for business meetings with specific customers or product demonstrations. Exhibitors can use these for more detailed discussions with customers.

- **Type S** 3.96 m × 3.96 m
- **Type M** 5.94 m × 3.96 m
- **Type L** 5.94 m × 4.95 m

EDSFair provides various information to customers

- **Official website**
The automatic publishing system on the official website allows exhibitors to input and publish exhibit information and press releases in real-time.

- **E-mail newsletter**
  Postings from exhibitors are compiled into e-mail newsletters and distributed to potential visitors. This service can be used to inform key visitors of the exhibits and services.

  *Distribution to about 10,000 visitors
  *35 two-byte or 70 one-byte characters × 10 lines

**Exhibition Outline**

- **Name:** Electronic Design and Solution Fair 2013 (EDSFair 2013)
- **Co-held event:** Embedded Technology 2013
- **Date:** November 20 (Wed) to 22 (Fri), 2013 (3 days)
- **Place:** Pacifico Yokohama (Exhibition Hall, Conference Center, and Annex Hall)
  1-1 Minato Mirai, Nishi-ku, Yokohama 220-0012, Japan
- **Time:**
  - November 20 (Wed): 10:00 a.m. to 5:00 p.m.
  - November 21 (Thu): 10:00 a.m. to 6:00 p.m.
  - November 22 (Fri): 10:00 a.m. to 5:00 p.m.
- **Admission:**
  - Registration required
  - Registration at the gate: ¥1,000
  - Online pre-registration/invitational registration at the gate: Free

EDSFair attracts customers

*Based on the expected number of visitors, no particular order

Japan Electronics Packaging and Circuits Association (JPCA)
Japan Electronics and Information Technology Industries Association (JEITA)
Japan Embedded Systems Technology Association (JASA)
Electronic Design Automation Consortium (EDAC)
Ministry of Economy, Trade, and Industry

EDSFair provides an exclusive area for the press, together with exhibitor assistance. A leading Japanese expert in design and EDA technologies guides visitors and provides detailed discussions with customers. Exhibitors can release news and distribute novelties there. EDMS provides exhibitors with the requested number of invitation cards and information leaflets. Pressroom staff provide information about exhibitors, seminars, conferences, and co-held events. EDMS offers an exclusive area for the press, together with exhibitor assistance. An expert in design and EDA technologies guides visitors and provides detailed discussions with customers. Exhibitors can release news and distribute novelties there. EDMS provides exhibitors with the requested number of invitation cards and information leaflets. Pressroom staff provide information about exhibitors, seminars, conferences, and co-held events.
енess of Exhibits

**Barcode system**
With the barcode system, exhibitors can read the information from the visitor-card of all visitors who visit their booth. The data are provided in CSV format and can be quickly used for sales activities.

**Guided tour for emerging companies**
A leading Japanese expert in design and EDA technologies guides visitors to the booths of emerging companies, introduces the exhibited technologies, and chairs the Q&A session.

**Invitation tickets and information leaflets**
EDSFair provides exhibitors with the requested number of invitation tickets, information leaflets and envelopes. The leaflet contains information about exhibitors, seminars, conferences, and co-held events.

**Pressroom**
EDSFair provides an exclusive area for the press, together with exhibitor information and various services. Exhibitors can release news and distribute novelties there.

---

**Exhibits**

- **Hardware solutions**
  - System LSI, ASIC/ASSP, MPU/MCU/DSP, FPGA/PLD and others

- **Hardware development (EDA)**
  - IC design tools
  - System level design (higher than RTL), logic design (RTL to netlist), logic verification, analog design/verification, physical implementation, physical verification, test analysis, signal integrity, power integrity, and others
  - PCB/SIP design tools
  - Schematic capture, analog design/verification, layout, signal integrity/power integrity/EMC analysis, electromagnetic field analysis, thermal analysis, and others

- **Software solutions**
  - Embedded OS, device drivers, firmware, middleware, virtual platform development, and others

- **LSI testers/analyzers**
  - LSI testers, PCB testers, analyzers, and others

- **IP core, macro, cell libraries**

- **Embedded processor development environments**
  - Reconfigurable processors, ICE, debuggers, microcomputer/OS, compilers/cross compilers, simulators, hardware/software co-design environments, and others

- **Design service-related (LSI/PCB)**
  - Design houses, design services, design consulting, prototyping/manufacturing, IP distribution services, and others

- **Design infrastructure (WS/PC, Network)**

- **Design data management tool**
  - Design data management, and others

- **Mask shop, foundry**

- **University (R&D), consortium**

- **PR-related**
  - Publications and others

---

**Organizer:** Japan Electronics and Information Technology Industries Association (JEITA)

**Cooperation:** Electronic Design Automation Consortium (EDAC)

**Support:** Ministry of Economy, Trade, and Industry
United States Embassy in Japan
Distributors Association of Semiconductors & Components of Japan (DASIC)
Yokohama City (expected, no particular order)

**Assistance:** Japan Embedded Systems Technology Association (JESA)
Institute of Electronics, Information and Communication Engineers (IEICE)
Information Processing Society of Japan (IPSJ)

**Management:** Japan Electronics Show Association (JESA)
1 Exhibits

1.1 Hardware solutions
- System LSI, ASIC/ASSP, MPU/MCU/DSP, FPGA/PLD and others

1.2 Hardware development (EDA)
  
  1. 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

  1. ii. PCB/SIP design tools
  - Schematic capture, Analog design/verification, Layout, Signal Integrity/Power Integrity/EMC analysis, Electromagnetic field analysis, Thermal analysis and others

1.3 Software solutions
- Embedded OS, Device drivers, Firmware, Middleware, Virtual platform Development and others

1.4 IC tester/analyzer
- IC testers, PCB testers, Analyzers and others

1.5 IP core, Macro, Cell libraries

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

1.7 Design service-related (LSI/PCB)
- Design houses, Design services, Design consulting, Prototyping/manufacturing, IP distribution services and others

1.8 Design infrastructure (WS/PC, Network)

1.9 Design data management tool
- Design data management and others

1.10 Mask shop, Foundry

1.11 University (R&D), Consortium

1.12 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 Booth Specifications

3.1 Standard Booth

i. Booths in rows
- Each booth is 2,970 mm (W) x 2,970 mm (D) x 2,700 mm (H)
- For row booth exhibitors under 18 booths, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, system panels will not be placed on the corner-facing sides of corner booths.

ii. 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 floorplan.

iii. Booth height
- The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 5.0 m.

3.2 Small Package Booth

i. Booth specifications: 1,980 mm (W) x 1,980 mm (D) x 2,700 mm (H)

ii. Items included in the booth fee:
  - Foundation panel
  - Display counter (975mm high with storage space)
  - Fascia (300mm width)
  - Cutting sheet lettering for company name display
  - Fluorescent light
  - Electricity socket (single-phase 100V, up to 1kw output)

Note: Small package booth exhibitors may apply for up to two booths.

3.3 Emerging Company Area

i. Booth specifications: 1,980 mm (W) x 1,980 mm (D) x 2,700 mm (H)

ii. Eligible Exhibitors:
- Eligible exhibitors are those who are headquartered overseas and have no sales channels in Japan. The first three exhibiting at EDSFair. Participants with four times or more are not eligible.

iii. Items included in the booth fee:
- Display stand (with drawers), reception counter, chairs, carpet, company name board, lightings, and electric outlet (1-kW worth)
4 Configurations and Number of Booths

<table>
<thead>
<tr>
<th>Configuration</th>
<th>No. of booths applied for</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 row</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>2 rows</td>
<td>4, 6, 8, 10, 12</td>
</tr>
<tr>
<td>3 rows</td>
<td>9, 12, 15, 18</td>
</tr>
<tr>
<td>4 rows</td>
<td>16</td>
</tr>
<tr>
<td>Blocks</td>
<td>20, 25, 30, 35, 40, 45, 50</td>
</tr>
<tr>
<td>Small Package Booth</td>
<td>1, 2</td>
</tr>
<tr>
<td>Emerging Company Area</td>
<td>1, 2, 3</td>
</tr>
</tbody>
</table>

4.1 Exhibitors in rows under 18 booths may have booths of other exhibitors on one or three sides.

4.2 After the deadline for applications, the organizer will determine the layout of the exhibition site. If the total space applied for exceeds the capacity of the site, the organizer reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. The kind understanding of exhibitors on this matter is greatly appreciated.

5 Determination of Booth Location

Booth locations will be determined by the organizer. The organizer will determine the locations depending on the number of booth applied, exhibit product category, and date of application. The booth allocation decision will be announced at the Exhibitor Orientation scheduled in late August. The booth location is subject to change in case the organizer decides changes needed after the announcement. Exhibitors are not able to cancel their entry for a reason of objection to booth location.

6 Fees

The exhibition fees per booth are as follows: (tax included)

<table>
<thead>
<tr>
<th>Standard Booth</th>
<th>1 to 3 booth(s)/ per booth</th>
<th>4 or more booths/ per booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>General companies</td>
<td>¥451,500</td>
<td>¥430,500</td>
</tr>
<tr>
<td>JESA member</td>
<td>¥399,000</td>
<td>¥378,000</td>
</tr>
<tr>
<td>Small Package Booth</td>
<td>¥367,500</td>
<td></td>
</tr>
<tr>
<td>Emerging Company Area</td>
<td>¥252,000</td>
<td></td>
</tr>
</tbody>
</table>

7 Expenses included in the Booth fee

7.1 Information leaflets, invitations and envelopes

7.2 Badges

<table>
<thead>
<tr>
<th>Badges</th>
<th>1 to 3 booth(s)</th>
<th>4 to 9 booths</th>
<th>10 or more booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor badge</td>
<td>15</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Worker badge</td>
<td>15</td>
<td>30</td>
<td>50</td>
</tr>
</tbody>
</table>

7.3 Exhibitor introduction space on the Official Website

7.4 Text advertisement in the official newsletter

8 Expenses other than Booth fee

The following items are not included in the booth fees:

8.1 Booth decorations other than basic panels

Booth decorations other than system panels are to be handled by exhibitors. Rental fixtures and furnishings for packaged displays are available. Please refer to the Exhibition Manual that will be distributed at a later date.

[FYI] Basic package

<table>
<thead>
<tr>
<th>For 1 booth</th>
<th>For 2 booths</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0m (W) x 3.0m (D) x 2.7m (H)</td>
<td>¥105,000</td>
</tr>
<tr>
<td>3.0m (W) x 6.0m (D) x 2.7m (H)</td>
<td>¥158,550</td>
</tr>
</tbody>
</table>

Parapets, Carpet flooring, Carpet stopper, Cutting sheets for company name, Fluorescent lights (40W), Chairs, Reception counter, Display stand (2890×495×900), Business card box, Spotlights (100W), Two-socket electric outlet (500W), Basic power supply line (1Kw)

Basic package for 2 booths come with storage space.

8.2 Electric power installation Fee (tax included)

<table>
<thead>
<tr>
<th>Single-phase 100V</th>
<th>¥10,395</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-phase 200V</td>
<td>¥12,285</td>
</tr>
<tr>
<td>Three-phase 200V</td>
<td>¥12,285</td>
</tr>
</tbody>
</table>

Electricity consumption fee included

8.3 Temporary telephone・Internet connection

The following installation will be available upon request.

Construction, basic charges and call charges included. (tax included)

<table>
<thead>
<tr>
<th>Analog Circuits</th>
<th>¥42,000/line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Circuits (INS64)</td>
<td>¥73,500/line</td>
</tr>
<tr>
<td>Internet Line (B FLET’S)</td>
<td>¥126,000/line</td>
</tr>
</tbody>
</table>

Any charges above the basic fee will be invoiced to exhibitors separately at a later date.
Available date: November 19th to 22th, 2013

Please contact the Management Office regarding television antenna and other inquiry.

8.4 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 exhibition. (tax included)

Overtime charge | ¥10,000/ hour

8.5 Booth administration

Costs related to booth administration include transportation and personnel.

8.6 Barcode System (tax included)

| Basic system charge (one reader/visitor data) | ¥52,500/unit |
| Rental of additional units                   | ¥10,500/unit |

8.7 Exhibitor Seminars

Exhibitors can use seminar rooms to conduct effective presentations of technology and product seminars. To improve efficiency of visitor’s participation, Seminars take in a wide variety of theme and advertise by.

i. Available dates and place
November 20th to 22th 2013, Meeting rooms at Pacifico Yokohama

ii. Application
▶ Each session should be 45 minutes in length or less.
EDSFair2013 Exhibition Regulations

Theme and seminar schedule will be determined by the Executive Committee according to the categories applied.

Lots will be drawn to determine session time slot at the Exhibitor Orientation scheduled in late August. Lots will be held among exhibitors with the same categories.

If the number of applications exceeds the total available number of sessions, sessions may be limited by the Executive Committee.

Please fill in the designated column in the exhibition application form.

Categories/schedule
- 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) DFU
  - (E) Reliability (Power integrity)
  - (F) AMS design/verification
  - (G) Functional verification (including HW prototyping)
  - (H) IP
  - (I) PCB
  - (J) SIP
  - (K) DFU
  - (L) Physical verification
  - (M) Physical implementation
  - (N) Logic design
  - (O) Design/Verification service
  - (P) Electromagnetic field/Thermal/Fluid analysis
  - (Q) FPGA-related
  - (R) Others

Usage fee (tax included)

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Room Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type-S</td>
<td>3,960mm x 3,960mm (approx. 16m²)</td>
<td>¥367,500/room</td>
</tr>
<tr>
<td>Type-M</td>
<td>5,940mm x 3,960mm (approx. 24m²)</td>
<td>¥441,000/room</td>
</tr>
<tr>
<td>Type-L</td>
<td>5,940mm x 4,950mm (approx. 30m²)</td>
<td>¥504,000/room</td>
</tr>
</tbody>
</table>

The above room charges include 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)

Room allocation

The Management Office will determine room allocation.

Fixtures

The Management Office will provide detailed information on fixtures such as tables, chairs and reception sets on request.

Applicants must pay actual costs and expenses to use these fixtures. The applicant should prepare demonstration equipment and instruction materials.

Restrictions

- No presentations outside of suites are permitted.
- Suites may not be used either as waiting or stock rooms.
- Re-rental of suites to other companies is not permitted.

Administration

- 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.
- 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.

Other expenses may be incurred owing to exhibitor requests and/or legal requirements concerning booth design. Details will be available on the Exhibition Manual.

Exhibition application and Payment of Booth fees

Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to the Management Office of the Japan Electronics Show Association (JESA), which will confirm your full understanding of the exhibition regulations. Upon receiving the application form, the Management Office will send a receipt confirmation notice via e-mail. The receipt date stated in this confirmation e-mail is regarded as the contract date, upon which exhibitors are liable for participation fees.

First-time exhibitors to the EDSFair are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application / contract.

Applications should be sent to:
EDSFair Management Office
C/o Japan Electronics Show Association (JESA)
Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004
TEL:+81-3-6212-5231 FAX:+81-3-6212-5225

Deadline

Friday, June 28th, 2013

Applications will be accepted after June 28th, 2013 or until all available booth spaces are taken.

For applications received after the application deadline, some arrangements (Website announcement, etc.) may be delayed compared with earlier applicants or may not be possible.

8.8 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.

Dates and times of usage

Tuesday 19th to Friday 22nd, November 2013
9.3 Fee payment  
   i. Booth space payments are to be paid via electronic bank transfer in Japanese yen. JESA will issue an invoice and designate the bank account for remittance. Promissory notes are not acceptable as payment.
   ii. Transfer fees are to be borne by the exhibitor.
   iii. If the payment based on the invoice from the Management Office is not made by Thursday, October 31, 2013, your entry will be canceled. In this case, you shall bear the penalties, plus consumption tax.
   iv. After the exhibition, exhibitions will be invoiced the charges for related exhibits and support program incurred during the exhibition.

10 Cancellations or Reducing the Number of Booths

10.1 Cancelation by Organizer  
   i. Organizer is able to call for declination to exhibitors who considered as inappropriate to exhibit EDSFair even if their application has already been accepted. In such a case, participation fees paid by exhibitors will be refunded.
   ii. Organizer has a right to cancel the exhibitor’s entry in case the payment based on the invoice from the Management Office is not made by due date.

10.2 Cancelation by Exhibitor  
   If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (5%) will be added to all fees.

<table>
<thead>
<tr>
<th>To August 16, 2013</th>
<th>50% of exhibition booth fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or after August 17, 2013</td>
<td>100% of exhibition booth fee</td>
</tr>
</tbody>
</table>

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. Please fill in and submit “Application for booth cancellation or changes for number of booth(s)” that is sent to you by the Management Office. The Management Office will inform you that it has received the application as a confirmation.

11 Prohibited Activities

11.1 Exhibit space transfer, subletting, selling, transferring, or exchanging  
   Exhibit space transfer, subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors are prohibited.

11.2 Directing visitors to other venues  
   Directing EDSFair visitors to simultaneous product or technology exhibits off-site is prohibited.

11.3 Engaging in sales activities  
   Selling products other than publications and software on-site during the exhibition is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval in advance.

11.4 Disturbing others  
   The acts described below are prohibited. The EDSFair will implement swift and appropriate corrective measures should acts occur in violation of these prohibitions. If appropriate steps are not taken to address noted violations, the Executive Committee reserves the right to ban the violating exhibitors from exhibiting. In this case, exhibitors shall be responsible for the expense to implementation of required measures.
   i. Exhibitors are prohibited from distributing questionnaires or soliciting visitors in aisles.
   ii. Exhibitors are prohibited from disturbing other participants and/or visitors by making excessive noise. Should exhibitor require usage of loudspeakers take appropriate preventive measures.
   iii. Should exhibitors use laser beam, steam, gas, smoke or equipment that makes odor or vibration within the premises, take appropriate preventive measures.
   Note: For more details, please refer to the Exhibition Manual
   iv. In cases in which, under normal social conventions, an exhibit(s)/behavior is inappropriate for a technology introduction.
   v. In cases in which an exhibits/behavior are offensive to public order and morals.

11.5 Exhibiting for the purpose of obtaining personal information  
   It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan’s personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

12 Responsibilities of Exhibitors

12.1 Prompt fee payment  
   Exhibitors must pay all exhibitor fees and expenses invoiced by the Management Office and bear responsibility until all payments are complete.

12.2 Obeying the law  
   The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to construction and structures for use in exhibits.

12.3 Liability for damage, management of exhibited items, and insurance  
   i. The organizer (JEITA), the EDSFair Executive Committee and the Association will make every effort to ensure the security of exhibits during the exhibition period, for example, by implementing security guard patrols. However, the management cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
   ii. Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. The organizer, the Executive Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances.
   iii. A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor’s booth, must be confirmed with the organizer prior to the start of the exhibition.
   iv. Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
   v. The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor’s demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and the organizer and/or the Executive Committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

13 Termination or Shortening of Exhibition duration due to unavoidable or potential calamity

13.1 If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition organizer deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizer nor the Association shall assume any liability for losses incurred by exhibitors in such a case.

13.2 If an unavoidable calamity that occurs prior to the opening of EDSFair forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.

13.3 Neither the exhibition organizer nor the organizerhall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.

13.4 The exhibition organizer and the Management Office assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.
EDSFair2013 Exhibition Regulations

14 News gathering and Filming
Staff members appointed by the organizer and / or the organizer will be authorized to gather news and / or conduct interviews as well engage in filming and / or photography. Exhibitors are requested to cooperate with such new gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting EDSFair.

15 Dealing with Disputes between exhibitors
Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The organizer, the Executive Committee and the Association bear no responsibility whatsoever in such instances.

16 Ceiling Structure and Two-floor Construction
Ceilings, either whole or partial, and two-floor contractions are prohibited. However if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., the exhibitor must obtain permission from the local fire department. Charged installation of simplified fire-prevention equipment according to Exhibition Venue Regulations is required.

17 Floor Work
Prior to performing flooring work, exhibitors are required to submit to the Management Office the actual number of anchor bolts to be used in the floor plan. The use of concrete nails, dry pits, and the mounting of pit lids to anchor bolts is prohibited.

17.1 Anchor bolts to be used
Use only the anchor bolts provided by Pacifico Yokohama. The anchor bolts will be of the boltknock type of 8mm/10mm/12 mm bolt diameter, with underground depth of 50mm or less. Use only the drills provided by Pacifico Yokohama; these are available free of charge. A sander is not lendable.

17.2 Restoring the site to its original condition
Restoration to original condition Floor work is permitted on the condition that all flooring will be restored to its original state after the exhibition. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Management Office will complete the restoration work and charge the total amount of expenses to the exhibitor after the exhibition.

17.3 Floor restoration expenses
Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used. ¥1,575 (tax included) per anchor bolt.

18 Fire Prevention Regulations
Inspections by the local fire department will be carried out during the display construction work of after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

i. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.

ii. Materials such as display montings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.

iii. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.

iv. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

19 Counterfeit or Imitation Products are Strictly Prohibited
19.1 The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party’s intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.

19.2 If the Executive Committee or the Association discover counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.

19.3 In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Executive Committee or the Association wherever any type of inspection is conducted.

19.4 Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

20 Comparison Displays
As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and / or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

i. Comparisons using exhibits and demonstrations.

ii. Comparisons using information panels and pamphlets.

iii. Verbal comparisons in audio announcements.

iv. Other comparisons related to products and technologies.

When the EDSFair Executive Committee determines that the aforementioned guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in EDSFair.

21 Suitable Displays
The following regulations must be strictly observed for all displays in the exhibition booths.

21.1 Safety and precaution signage
All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

21.2 Displays should reflect real-life situations
Product presentations and / or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practicable, the product(s) must have accompanying captions stating how they are used in actual applications.

22 Restrictions on Audio Volume
Audio volume in the booth must be maintained at the levels less than 70dB when explaining products or making demonstrations. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

i. The value is the standard, when measured from 2m away from the border line of booth. These levels must be observed throughout every booth.

ii. During the exhibition period, the Management Office will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition.

iii. Breach of noise-level restrictions: Any exhibit exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.

iv. Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Management Office will require the exhibitor in question.

v. Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.
23 Demonstration Regulations

23.1 Copyrights
Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods.

23.2 Illumination / Lighting
No illumination that projects directly into another company’s lighting or onto walls or corridors is permitted. When strong lighting equipment such as LEDs are used in displays and / or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

23.3 Smoke machines
The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

23.4 Other
Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

24 Handling of Hazardous Items

24.1 The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

1. Smoking
2. Live flames (spark-producing items, exposed elements, etc.)
3. Liquefied petroleum gas (LPG) or other flammable / pressurized gases
4. Hazardous objects (gasoline, kerosene, other oils, etc.)
5. Hazardous material (explosives, matches or disposable lighters in large quantities, etc.)

24.2 Exemptions for prohibited activities
Excluding smoking, exemptions for prohibited activities and / or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the “Hazardous Materials Usage Application” in the exhibitor’s manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

24.3 Smoking
Smoking is prohibited in the venue.

24.4 Live Flames
The following should be strictly observed when using live flames:

1. Minimize the size and quantity of on-site equipment to the extent possible
2. Protect the surrounding area with flameproof materials
3. Monitor conditions closely and provide adequate fire safety equipment
4. At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10)
5. A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
6. Live flames must be at least 5 m from fire exits, hazardous materials and other flammable materials

24.5 Liquefied Petroleum Gas (LPG) or Pressurized Gas
The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

1. After installation, test all containers for leaks, and if necessary display a “Caution: Do Not Use Near Flammables” sign on them.
2. Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.

iii. To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

24.6 Hazardous Materials
When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

1. Bring only one day’s supply or less onto the exhibition site.
2. Do not replenish supplies during exhibition operating hours.
3. Provide adequate fire safety measures and handle materials carefully at all times.
4. Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
5. A Type 10 fire extinguisher must be readily available.
6. Place hazardous materials 5 m away from areas in which open flames are being used.
7. Appoint personnel to monitor safety.

25 Violation of the Regulations and Discrepancies in Interpretation

If an exhibitor violates these Regulations or if there is a discrepancy in interpretation or the application of these Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.

25.1 If the Executive Committee determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the association will request that the exhibitor take the necessary corrective measures.

25.2 If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, the Executive Committee will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once the committee reaches a final ruling, the committee will not enter into any further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.

25.3 If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.

25.4 If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Executive Committee, the following penalties may apply.

1. The exhibitor will be prohibited from continuing with exhibition activities from the next day.
2. If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent EDSFair exhibition.

26 Others

26.1 Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibition Manual that will be distributed later.

26.2 Promissory notes cannot be accepted for payment for booth fees and all other expenses.

26.3 These Regulations are subject to change as deemed necessary by the organizer, the Executive Committee or the Association. If changes occur to the Regulations, they will be posted on the EDSFair Official Website, or brought to the attention of exhibitors by other means.

26.4 Observing these Regulations is the sole responsibility of the exhibitor. The organizer, the Executive Committee and the Association will not accept any responsibility resulting from violations of existing laws and / or local ordinances by exhibitors.

26.5 This regulation respects all applicable laws in Japan.

26.6 A competent court of any disputes concerning this regulation is the Tokyo District Court.

27 EDSFair Executive Committee

The Executive Committee functions as a body to deliberate and decide matters related to the management of the exhibition, including regulations and plans. The Executive Committee will be represented on the exhibition site during the preparation and implementation phases.

These representatives will be responsible for maintaining the exhibition environment, dealing with problems and ensuring that the exhibition regulations are adhered to at all times. They have the authority to address problems as they arise.
### Timeline for Exhibitors

<table>
<thead>
<tr>
<th>March 19</th>
<th>Orientation for applications</th>
<th>Application period</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 28  [Fri]</td>
<td>Deadline for application</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
<td>Visitor promotion period</td>
</tr>
<tr>
<td>late-Aug.</td>
<td>Orientation for Exhibitors</td>
<td>(distributing the exhibitor manual, announcing the floor plan, and holding the draw for time slots for exhibitor seminars)</td>
</tr>
<tr>
<td>September</td>
<td>mid-Sep.</td>
<td>Exhibitor’s website opens,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Starting online pre-registration Site</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distributing information leaflets and invitation tickets</td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 18 [Mon]</td>
<td>Load-in and set-up</td>
<td>Load-in period</td>
</tr>
<tr>
<td>19 [Tue]</td>
<td>Load-in and set-up</td>
<td></td>
</tr>
<tr>
<td>20 [Wed]</td>
<td>EDSFair 2013 opens</td>
<td>Exhibition</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. to 5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>21 [Thu]</td>
<td>10:00 a.m. to 6:00 p.m.</td>
<td>(<em>&quot;Happy Hour&quot; from 5:00 p.m. to 6:00 p.m.</em>)</td>
</tr>
<tr>
<td>22 [Fri]</td>
<td>10:00 a.m. to 5:00 p.m.</td>
<td>EDSFair 2013 closes</td>
</tr>
</tbody>
</table>