

edsfair

electronic design and solution fair 2011 november

## Exhibition Guide

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**Opening a New Chapter**  
**: Design Evolution Never Stops**

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**November 16-18, 2011**

Pacifico Yokohama, Japan

Sponsor: JEITA Japan Electronics and Information Technology Industries Association

[www.edsfair.com/e/](http://www.edsfair.com/e/)

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Concurrently held event : **Embedded Technology 2011**

# Emergence of the only exhibition that assembles the best technology and solutions from hardware development to system design and software development

## Benefits of Exhibiting

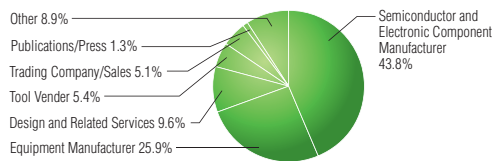
### Visitors include key manufacturers – core users of the EDSFair

JEITA Semiconductor Board member companies invite core users to the exhibition. Being an exhibition hosted by industry groups, there will be opportunities to mix with key industry figures.

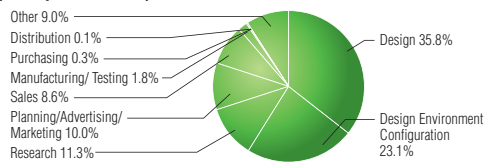
**JEITA** Japan Electronics and Information Technology Industries Association (JEITA) Semiconductor Board member companies (alphabetical order):  
Fujitsu Semiconductor Limited, Panasonic Corporation, Renesas Electronics Corporation, Sony Corporation, Toshiba Corporation

### EDSFair2011January Exhibition / Visitors Profiles

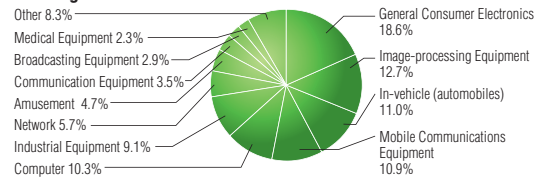
#### Types of Business Field



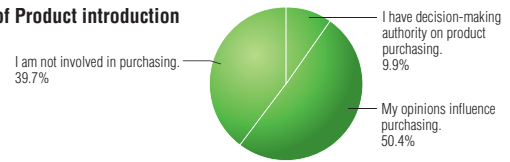
#### Types of Jobs (Multiple Answers)



#### Application in charge



#### Autuority of Product introduction



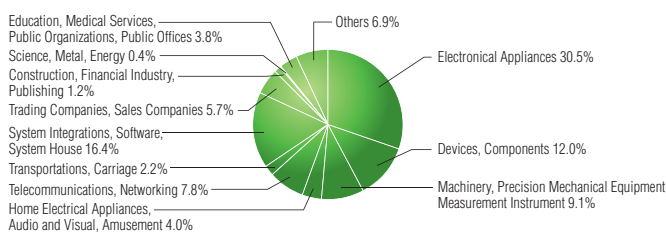
### Chance to gain new customers

To create a synergy with the simultaneously-hosted ET, the exhibition is run with a sense of community. In addition to traditional EDSFair vital clients, there are opportunities to mix with new visitor groups.

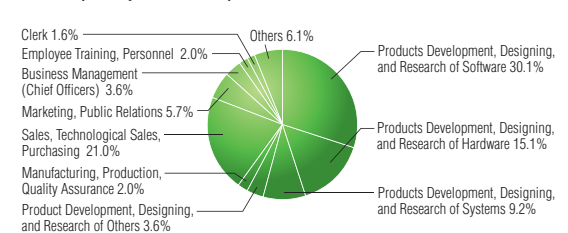
**New visitor groups expected to attend**  
 ◆ System manufacturer hardware designers ◆ IP users  
 ◆ Architecture/Algorithm developers ◆ Software developers

### ET2010 Exhibition / Visitors Profiles

#### Types of Business Field



#### Types of Jobs (Multiple Answers)

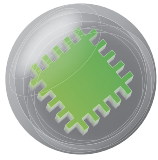


### An exhibition where all the industry key players are assembled under one roof

Including the period of the forerunner, EDA TechnoFair, this will be the 19th time this event will be staged. The EDSFair has developed a high standing within related industries and many companies exhibit at the Fair.

### EDSFair2011 Jan. Exhibitors List Alphabetical order

AET, INC. Aldec-Japan K.K. ANSYS Japan K.K. Apache Design Solutions, KK Applistar Corporation The DINI Group AT DESIGN LINKS CORPORATION Aciplicon Technologies, Inc. AtopTech Co., Ltd ATRENTA KK AWR Japan Berkeley Design Automation, Inc. Cadence Design Systems, Japan INNOTECH CORPORATION ARM K.K. hd Lab, Inc. Calypto Design Systems, Inc. CM Engineering Co., Ltd. Chubu Toshiba Engineering Corporation TOSHIBA INFORMATION SYSTEMS(JAPAN) CORPORATION NIPPON SYSTEMSWARE CO., LTD. Magillien Design Services CALYPTO DESIGN SYSTEMS, K.K. Carbon Design Systems, Japan K.K. CM Engineering Co., Ltd	CreDist, Inc. DELL JAPAN INC. UnivaUD Japan Office CYBERNET SYSTEMS CO., LTD CyberTec Inc. Jasper Design Automation EDIN Japan FORTE DESIGN SYSTEMS FUJITSU LIMITED INNOTECH CORPORATION Arteris Inc. Avalent Technologies, Inc. Calypto Design Systems, Inc. Duolog Technologies Ltd. Jazz Semiconductor, Subsidiary of Tower MoDeCH Inc. Target Compiler Technologies N.V. Interoperable PDK Alliance Springsoft, Inc. Synopsys, Inc. IVIS Co., Ltd. JEITA ECenter EDA Standard WG Kaimon Co., Ltd. KANEMATSU ELECTRONICS LTD. MENTOR GRAPHICS JAPAN CO., LTD.	GLOBALFOUNDRIES Japan Ltd. Semiconductor Manufacturing International(Shanghai) Corp. ARM K.K. FUJITSU SEMICONDUCTOR LIMITED National Instruments Japan Corporation Xilinx K.K. MunEDA GmbH Nitron EVE K.K. Nitron Synopsys G.K. Oracle Corporation Japan PHYSWARE INC PROTOTYPING Japan Corp. IRIS Technologies, Inc. KaiSemi LTD. Pulsic Japan Limited Sangyo Times, Inc. Semiconductor Technology Academic Research Center SPINAKER SYSTEMS INC. CAST Inc. Verific Design Automation Inc. SPRINGSOFT K.K. TANNER RESEARCH JAPAN K.K. TEKLA TECH A/S	JEVeC Village Artgraphics ASTRON, Inc. Gem Design Technologies, Inc. Giga Hertz Technology Liquid Design Systems Inc., Japan EDA Venture Consortium (JEVeC) Jedaal Inc. Keirax Technology Inc. Trigenex Semiconductor, Inc. Mathematical Systems Inc. TOOL CORPORATION Emerging Company Area AnSem NV A-R-Tec Corporation Kobe University Nagata Lab. Hiroshima University Yoshida Lab. AVERY DESIGN SYSTEMS BEEcube Inc. Blue Pearl Software OCEEA POWER HD Lab Dorado Design Automation, Inc. IIC Service, Ltd	CMSC, Inc. IST, Inc. ICscape Lynguent, Inc. NANGATE, INC. NextOp Software, Inc. POLY/EDA Software Corporation REAL INTENT, INC. Signal Process Logic Inc. Synkom Co., Ltd. Micrologic Design Automation ClioSoft Inc. Aniq EDA TOPS Systems Corp. Vennsa Technologies, Inc. University Plaza Ehime University Higami and Takahashi Laboratory Hiroshima University, Laboratory of Algorithm Engineering Kyushu Institute of Technology, Kaijira/Wen Laboratory Kyushu Institute of Technology, Nakamura Laboratory Nagoya University, Embedded and Real-Time System Laboratory Osaka University, Imai and Takeuchi Laboratory The University of Aizu, Saito Laboratory Tokai University, Shimizu/Nashiko Laboratory
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## Publicity and Promotions

### A large number of conferences and special programs promoting communication with visitors are planned

A variety of high interest programs aimed at design technology developers such as semiconductor companies will be implemented. A large number of such developers are invited to take part to gain information that could only be gained at the exhibition venue.

#### Previous EDSFair conferences and special programs report

- ◆ Exhibitors' seminars **82 sessions** / Total No. of attendees **2,491**
- ◆ Keynote speech **235 attendees**
- ◆ Special stage sessions **5 sessions** / Total No. of attendees **1,090**
- ◆ Emerging Company Guided Tour **3 times** / Total No. of participants **122**
- ◆ EDSFair Happy Hour **Over 200 participants**

### Provide timely information via the web and e-mail from both exhibitors and hosts

Fully utilizing the publicity power of the EDSFair, information on the latest technology is steadily provided to core targets. Industry topics will be raised in line with the staging of the event in November.

#### Activities by hosts to attract visitors (previous achievements)

- ◆ Published latest information on the official website: **Over 250,000 visits to the website**
- ◆ Distributed latest information via the Official Mail Magazine: **Over 80,000 distributions**
- ◆ Distributed invitations (host member companies, supporters, partner organizations, and magazine media, etc.): **Over 45,000 distributions**
- ◆ Distributed press releases: **32 releases** ※The total number of press releases previously distributed by exhibitors and hosts

### Promote publication of articles by media partners

Distribute latest information before, during and after the exhibition through the intense coverage activities of media partners. A large number of articles will be published, such as EDSFair special features, via media including specially-established websites and mail magazines.

#### EDSFair Media Partners

Tech-On!

EDN Japan

EETIMES Japan

半導体産業新聞

### Exhibition Outline

■ <b>Name</b>	Electronic Design and Solution Fair 2011 November (EDSFair 2011 Nov.)
■ <b>Concurrently held event</b>	Embedded Technology 2011
■ <b>Date</b>	Wednesday, November 16, 2011 to Friday, January 18, 2011 (3days)
■ <b>Place</b>	Pacifico Yokohama Exhibition Hall and Annex Hall Minato Mirai 1-1-1, Nishi-ku, Yokohama City, 220-0012, Japan
■ <b>Time</b>	Wednesday, November 16 : 10:00 a.m. to 5:00 p.m. Thursday, November 17 : 10:00 a.m. to 6:00 p.m. ( 5:00p.m. to 6:00 p.m. Happy Hour (schedule)) Friday, November 18 : 10:00 a.m. to 5:00 p.m.
■ <b>Admission</b>	Registration required ● Visitor registration at the Gate : ¥1,000 ● Online pre-registration/Invitational registration at the Gate : Free
■ <b>Organizer</b>	Japan Electronics and Information Technology Industries Association (JEITA)
■ <b>Cooperation</b>	Electronic Design Automation Consortium (EDAC)
■ <b>Support</b>	Ministry of Economy, Trade and Industry United States Embassy of Japan Distributor's Association of Foreign Semiconductors (DAFS) Yokohama City (expected, no particular order)
■ <b>Assistance</b>	Japan Embedded Systems Technology Association (JASA) Institute of Electronics, Information and Communication Engineers (IEICE) Information Processing Society of Japan (IPSIJ) Japan Electronics Packaging and Circuits Association (JPCA) (expected, no particular order)
■ <b>Management</b>	Japan Electronics Show Association (JESA)

### 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 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
  - **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
- ◆ **IC tester/analyzer**  
IC testers, PCB testers, Analyzers and others
- ◆ **IP core, Macro, Cell libraries**
- ◆ **Embedded processor development environments**  
Reconfigurable processors, ICE, Debuggers, Microcomputer CASE, 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

# Exhibit Plans

## Standard Booths

### ◆ Booth specifications

Width: 2,970mm Length: 2,970mm Height: 2,700mm  
 (The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 5.0 m.)

### ◆ Fees for 1 booth

	(tax included)	
	1 to 3 booths	4 or more booths
General companies	¥451,500	¥430,500
Japan Electronics Show Association member companies	¥399,000	¥378,000

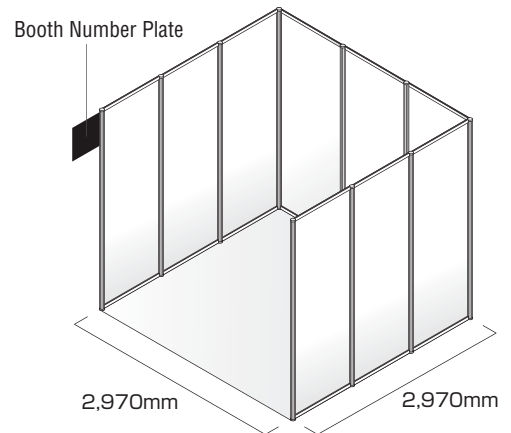
※A special fees limited to this event are provided for companies that exhibited at the previous EDSFair (held in January, 2011). Refer to "Exhibit Regulations: 6 Fees" for more details.

※Applicants can apply for 1 to 50 booths.

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

### ◆ Determination of Booth Location

Booth locations will be determined by the organizer and announced at the Exhibitor Orientation scheduled in mid-September.



## Emerging Company Area

### ◆ Eligible Exhibitors

Corporations and/or organizations who have previously exhibited two times or less in past EDSFair and provide technologies or services that directly improve designs

### ◆ Booth specifications

Width: 1,980mm Length: 1,980mm Height: 2,700mm

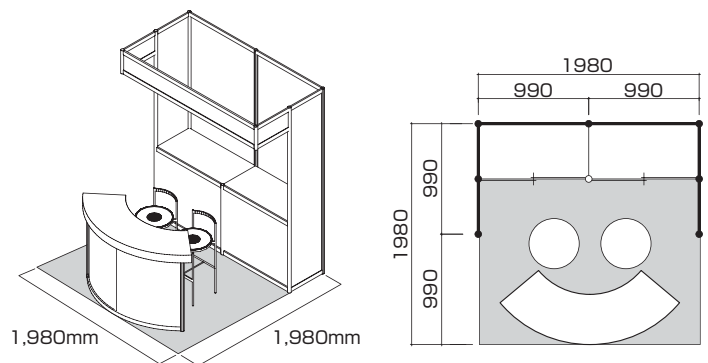
### ◆ Fee for 1 booth

	(tax included)
Emerging Company Area	¥252,000

※Applicants can apply for 1 to 3 booths.

### ◆ Determination of Booth Location

Booth locations will be determined by the organizer and announced at the Exhibitor Orientation scheduled in mid-September.



## Exhibitor Timeline

<b>April 7</b>	<b>Start Accepting Applications</b>
<b>June 30</b>	<b>Deadline for Exhibitor Application</b>
<b>August</b>	<b>Exhibitors' Site Opens</b>
<b>Mid-September</b>	<b>Exhibitor Orientation</b> (Exhibitor Manual to be distributed, Announcement of Floorplan and Exhibitor Seminar Time Slot Drawing)
<b>November 14</b>	<b>Load-in and Set-up</b> 4 or more booths : 9:00a.m.~ 1 to 3 booth(s) : 2:00p.m.~
<b>November 15</b>	<b>Load-in and Set-up</b>
<b>November 16</b>	<b>EDSFair 2011 Nov. Opens</b> 10:00a.m. to 5:00p.m.
<b>November 17</b>	10:00 a.m. to 6:00 p.m. (5:00p.m. to 6:00 p.m. Happy Hour (schedule))
<b>November 18</b>	10:00 a.m. to 5:00 p.m. <b>EDSFair 2011 Nov. Closes</b>

# Support Services to Improve Exhibit Effectiveness

## Exhibitor Seminars

fee required

(tax included)

charge for a 45 minute session

¥ 52,500

### ◆ Seminar categories

(A) System design and verification (including early-stage software development techniques / a wide variety of prototyping techniques) (B) Low Power (C) Timing (D) DFM (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) Design / Verification service (O) Thermal / Fluid analysis (P) Others  
※may slightly change due to the number of applications

### ◆ Additional services

- Podium, chairs with writing boards for audience, whiteboard, PA equipment, LCD projector, screen, laser pointer
- Reception area and reception staff
- Audience data

### ◆ Time allocation

Depending on application circumstances, categories and seminar schedule will be determined and lots will be drawn among exhibitors with the same categories to determine session time slot at the Exhibitor Orientation scheduled in mid-September.



## Official Website

free of charge

We have installed an automatic publishing system allowing exhibitors to input and publish exhibit information, press releases, and company logos in real-time.



## Web banner and mail magazine text banner advertising

fee required

Exhibitors can publish banner advertisements in the top page of the EDSFair official website as well as text advertisements in the Official Mail Magazine.



## Invitations · Information leaflets

free of charge

Sending out invitations and information leaflets to key clients and targets could be an effective way to attract visitors to your booth. We will provide you with the requested number of invitations by the set and in envelopes.



## Barcode system

fee required

All visitors will be required to carry a barcode-attached visitor's card. This will enable visitor information and requested information to be simply gathered, contributing to speedier sales activities.



## Emerging Company Guided Tour

free of charge

With this service, a leading expert in Japanese design technology and EDA technology acts as a tour guide and visits booths with visitors, introducing the technologies exhibited by various companies and fielding questions.

※Only for participating companies

Corporations and/or organizations who have previously exhibited two times or less in past EDSFair and provide technologies or services that directly improve designs. It is not aimed at companies that do not directly provide technologies or services such as publishers, PR companies, or advertising agencies.



## Previous achievements

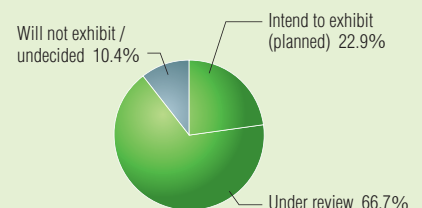
- ◆ No. of exhibitors: **118 companies**
- ◆ Exhibition scale: **199 booths**
- ◆ No. of visitors: **8,016**

### ◆ Why did you exhibit at this year's event? (Multiple Answers)

PR for existing products	83.3%
Expansion of new business opportunities	87.5%
Business negotiations and close contracts	18.8%
Promote new products and technologies	64.6%
Reinforce relationships with trading customers	50.0%
Gain reactions and opinions from visitors	52.1%
General PR for the company	50.0%
Show our own advantages/superiority against our competitors	14.6%
Raise corporate motivation and activation of company	12.5%

### ◆ Plans to exhibit at the next EDSFair

Intend to exhibit or under review: **89.6%**



## 1. Exhibits

### 1.1 Hardware solutions

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

### 1.2 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/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

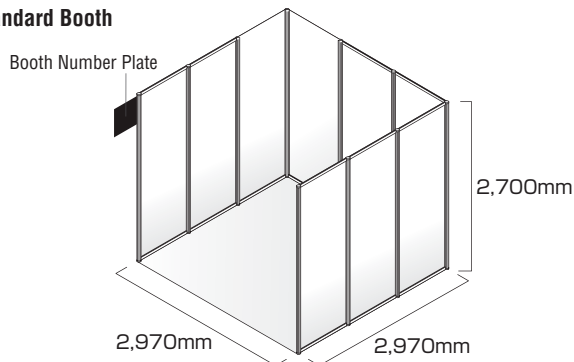
## 2. Eligible Exhibitors

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.

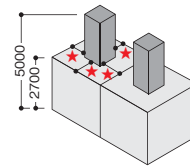
#### ii. Block area

The total area of each block area will be calculated by multiplying the unit area of a booth (9m<sup>2</sup>) 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.

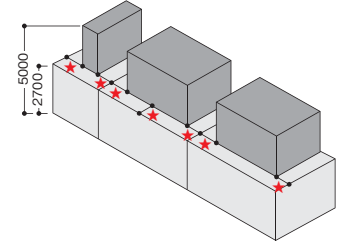
### iii. Booth height

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

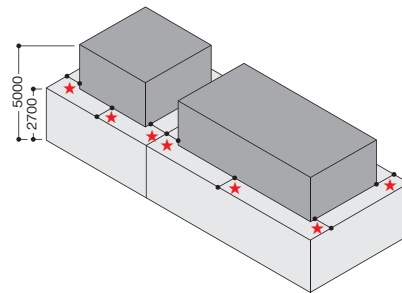
#### ◆ 1 row booth



#### ◆ Booth(s) to be faced a wall in the venue



#### ◆ 2 or more rows booth



★ = 1,000mm

□ Area where the height is limited up to 2,700mm or lower

■ Area where the height is limited up to 5,000mm or lower

### 3.2 Emerging Company Area

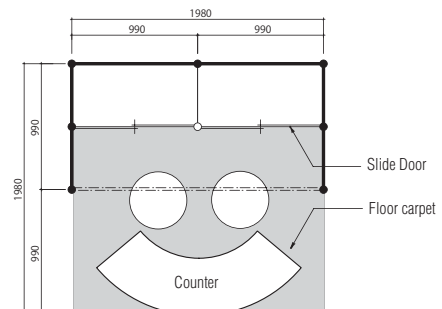
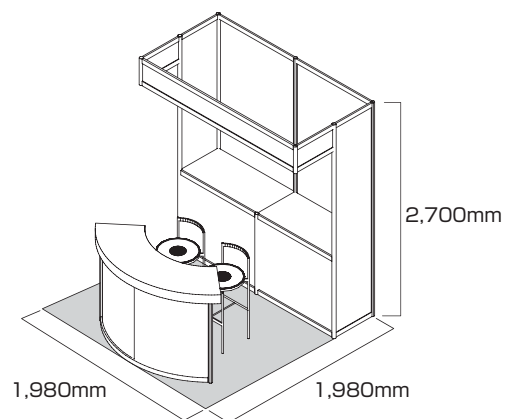
i. Booth specifications: 1,980 mm (W) x 1,980 mm (D) x 2,700 mm (H)

#### ii. Eligible Exhibitors:

Corporations and/or organizations who have previously exhibited two times or less in past EDSFair and provide technologies or services that directly improve designs

#### 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)





# EDSFair2011 Nov. Exhibition Regulations

## 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 16th to 18th 2011, Meeting rooms at Pacifico Yokohama

### ii. Application

- ▶ Each session should be 45 minutes in length or less.
- ▶ 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 mid-September. 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.

### iii. Categories(schedule)

※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) SIP (K)DFT (L) Physical verification
- (M) Physical implementation (N) Design/Verification service
- (O)Thermal/Fluid analysis (P) Others

### iv. Usage fee (45-minute session)

¥52,500/1 session (tax included)

### v. Expenses included in the usage fee

- ▶ Podium, chairs with writing boards for audience, whiteboard, PA equipment, LCD projector, screen, laser pointer
- ▶ Reception and Program board in front of the room
- ▶ 2 reception staffs to read audiences' barcode and line up at the reception
- ▶ Audience data  
Audiences' data is recorded at the reception desk for each seminar. Reports on audience data will be presented to exhibitors after the Fair(approx. 1 week). Online Reservation System enables you can check the number of expected audiences and their information and comments (in Japanese) prior to the fair.  
※Exhibitors are responsible for a questionnaire survey of each seminar conducted by exhibitor. 2 reception staffs may be able to help it if possible. In this case, exhibitors' clear instructions are requested.
- ▶ Additional equipments or materials as necessary can be ordered separately. Expenses for such additional materials shall be borne by exhibitors.

### vi. Seminar objectives

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

### vii. Management

Exhibitors should be responsible for management and operation such as restricted admission for the seminar.

### viii. Admission

Free

### ix. PR assistance

The Management office asks the exhibitors have responsibility to gather participants for seminars. However, the Management Office will assist exhibitor by online reservations system etc.

### x. Documents

- ▶ Exhibitors shall prepare seminar documents for audiences.
- ▶ Exhibitors shall arrange for personnel to distribute documents to participants at the seminar location.
- ▶ Copies should be prepared at each booth for exhibition visitors who cannot attend seminars.

## 8.8 Other

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

## 9. Exhibition application and Payment of Booth fees

### 9.1 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, whereupon 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)  
12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
TEL:+81-3-6212-5231 FAX:+81-3-6212-5225

### 9.2 Deadline

#### Thursday, June 30th, 2011

- i. Applications will be accepted after June 30th, 2011 or until all available booth spaces are taken.
- ii. For applications received after the application deadline, some arrangements (Website announcement, etc.) may be delayed compared with earlier applicants or may not be possible.

### 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 Monday, October 31, 2011, your entry will be canceled. In this case, you shall bear the penalties, plus consumption tax.
- iv. After the exhibition, exhibitors 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 Cancellation 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 Cancellation 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.

To August 13, 2011	50% of exhibition booth fee
On or after August 14, 2011	100% of exhibition booth fee

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 require usage of 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.

### 12.4 Complying with the exhibition schedule

Prior, during and after the exhibition, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

## 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.

## 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 news 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 constructions 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.

※Management office handles all installations and invoice exhibitors after the exhibition.

## 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/10 mm/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 mountings, 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 whenever 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 practical, 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.

- i. Hot air
- ii. Gases
- iii. Odors
- iv. Vibration

## 24. Handling of Hazardous Items

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

- i. Smoking
- ii. Live flames (spark-producing items, exposed elements, etc.)
- iii. Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- iv. Hazardous objects (gasoline, kerosene, other oils, etc.)
- v. 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:

- i. Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- ii. Protect the surrounding area with fireproof materials.
- iii. Monitor conditions closely and provide adequate fire safety equipment.
- iv. At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- v. A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- vi. 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.):

- i. After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- ii. 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.

- i. Bring only one day's supply or less onto the exhibition site.
- ii. Do not replenish supplies during exhibition operating hours.
- iii. Provide adequate fire safety measures and handle materials carefully at all times.
- iv. Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- v. A Type 10 fire extinguisher must be readily available.
- vi. Place hazardous materials 5 m away from areas in which open flames are being used.
- vii. 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.
  - i. The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - ii. 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.

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Contact and Send Application to:

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