

# Rules & Regulations for "Exhibition Program for JETRO Zone within IT PRO EXPO 2013" (as of April 2013)

## 1. Objective

Under the "JETRO Exhibition Program for promoting foreign direct investment in Japan," (the "Program") JETRO helps non-Japanese companies participate in specialized trade fairs, thereby giving participating companies opportunities to seek Japanese partners with which to establish business in Japan.

## 2. Exhibition Program

The Program provides exhibiting opportunities to the non-Japanese companies at JETRO Zone within IT PRO EXPO 2013(the "Fair"), which will be held from October 9, 2013 to October 11, 2013 at Tokyo Big Sight in Tokyo, Japan.

"The duration of the Program" is 3 days (from October 9, 2013 to October 11, 2013).

## 3. Program Application

To apply for participation in the Program, companies (hereafter the "Applicant") must complete, sign and return the Program for JETRO Zone at IT PRO EXPO 2013 Application Form and these Rules & Regulations (the "Application") by **May 23, 2013** to their nearest JETRO office. The following are required to be an official participant (hereafter the "Participant") in the Program: (a) timely submission of completed Application (and related materials), (b) successful passing of the JETRO screening process and (c) submission of all other materials required for participation in the Program, including the following three documents, which will be sent to successful Applicants along with an invitation letter and must be signed by the Applicant company's CEO or a board member:

- Application for JETRO Service
- Confirmation Note (if applicable)
- Commitment Letter

\*JETRO reserves the right to accept or reject any application at its sole discretion.

## 4. Terms and Conditions for Participation in the Program

(1) The Applicant warrants that it:

- Does not have subsidiary companies or branch offices in Japan.
- Has a bona fide interest in investing in Japan, or is currently seeking Japanese partners to establish business in Japan.
- Shall only exhibit its products in the JETRO Zone
- Shall send at least one booth attendant, who will be available for the duration of the Fair, be knowledgeable about the items exhibited, and have authority to conduct business and negotiate on behalf of the Participant.
- Shall prepare and furnish its exhibit booth with products and samples, catalogues and business cards as are appropriate for the Fair.
- Shall obtain prior consent to participate in the program if the Applicant has a business partner in Japan, such as a distributor or a sole agent which requires such consent be obtained.
- all give approval to JETRO, to allow JETRO to include the Applicant in a list of companies that have used JETRO services.
- Shall comply with these Rules & Regulations, Japanese laws and regulations, and all rules stipulated by the organizer of the Fair (the "Fair Organizer").

(2) Category of exhibits:

### Cloud Computing :

Private Cloud Construction Support System, Private Cloud Installation Support, Virtualized Environment Construction, Infrastructure Service, Development Environment, Development Tool, Various SaaS Application, Virtualized Software

### Business applications :

ERP package, finance / accounting / human resources / payroll / sales / inventory management, Production management, Distribution management, SCM-related software, PDM, GIS, EC-related applications, Industry-specialized Software, Industry, operations-related utilities, SFA, CRM, Engineering

software, Groupware, Knowledge management, Workflow, E-mail, EIP software, Business-oriented search software, Community-forming tools, Intelligence sharing, Contents/document management, HTML/SGML/SML, Decision-making support

### Design and Development :

Rich client tools, Analysis/design tools, Development tools, Screen/voucher design tools, Test/debug/tuning tools, Project management tools, Utilities

### OS/DB/middlewares :

OS, Virtualization, Database, TP monitors, Application servers, Web services / SOA/ESB-related software, EAI/ETL, EDI, Communication software, Emulators, Various middlewares

### Server and storage :

PC/UNIX servers, Main frames/office computers, Storage, Rack, KVM switches, UPS, Various peripheral devices and equipment

### Operations management :

System operation management, network management, client management, performance management, data backup, log analysis

### Network :

Switches/routers, NGN, FMC, WiMAX, Wireless LAN-related products, RFID (IC tag) related products, Speed-up/optimization, Web/cash servers, Mail servers, Remote access servers, Fax servers, Various network servers, PBX/IP-PBX, VoIP gateway, IP phones, CTI, TV/video conferencing

### Security :

Firewall/VPN, UTM products (unified threat management), IDS/IPS, DoS attack countermeasures, Intrusion countermeasures, Vulnerabilities countermeasures, Database security, Access control/authentication, Quarantine network, Filtering, Virus countermeasures, Spyware Countermeasures, phishing countermeasures, Information leak countermeasures, Coding, physical security, Mail Security

### Services :

SEO Access Analysys Website Construction Social Marketing Telemarketing SI service, SaaS, outsourcing/ASP Outsourcing Education and Training and etc.

### Communications Services :

IP-VPN, wide-area Ethernet, Internet VPN, Cell phones/PHS, wireless LAN, IDC/Hosting, IP centrex services, IP contact center, Other communication services

### Client/OA equipment :

Client, OA equipment

## 5. Fees and Costs

(1) Subject to the provisions of Section 10 below, JETRO will provide the Participant the following services at JETRO's sole expense:

- Booth space
  - Packaged booth stand (3m-by-3m = 9m2) with basic equipment and decorations
  - An interpreter to work exclusively for the Participant
  - JETRO Zone exhibits brochure
- (2) The Participant shall be solely responsible for costs related to the following:
- A round-trip airline ticket between Japan and the Participant's departure country
  - Any transportation and hotel accommodation for Program activities
  - Transportation of exhibits to and from Tokyo Big Sight
  - Insurance (for transport), customs duties and taxes
  - Storage, installation, removal and disposal of exhibits
  - Installation of electrical outlets and electricity charges (if any)
  - Additional (to the packaged booth stipulated in 5.(1)B above) construction and decoration inside the booths (if any)

- Rental and installation of additional equipment (if any)
- Installation and use of telephone and fax machine inside booths (if any, only if JETRO allows; subject to the rule of JETRO Zone exhibitors' manual)
- Repair costs if the Participant damages the wall panels, floor, wall columns or other equipment of the Fair site.
- Health and accident insurance coverage for the Participant for the duration of the Program
- Any and all other costs, fees or expenses not listed in 5(1) above
- Cancellation costs set forth in Section 10 below (if applicable)

## 6. JETRO Zone Booths

- One booth will be allotted to each exhibitor.
- JETRO is responsible for the construction of JETRO Zone within the Fair site and allocation of booths inside JETRO Zone. JETRO reserves the sole right to manage and control the JETRO Zone.
- JETRO Zone shall consist of two areas: (a) a zone for Participants and (b) a zone for JETRO.
- JETRO shall manage booth allocation in the most efficient and reasonable way (as determined in its sole discretion) and will notify each Participant of their respective booth assignment through JETRO overseas offices. JETRO does not accept any advance request about booth allocation, nor will it meet requests of exchanging booths between Participants. Participants are also prohibited from subleasing or transferring the right to use the allocated booth to any third party.
- Participants may only use the allocated booth for display. The Fair Organizer strictly prohibits displaying exhibits on passageways.
- JETRO reserves the right to determine how to use unoccupied booths, if any. Participants are not allowed to use any unoccupied space without JETRO's prior consent.

## 7. Handling of Exhibits

(1) Transport of exhibits

- The Participant must arrange shipment of its exhibits with an appropriate freight forwarder.
- The Participant is required to plan to ship exhibits and decoration materials so that they arrive at the airport or port in Japan (as applicable) by the dates noted below, and shall keep in regular communication with such freight forwarder since import customs clearance often takes significant time in Japan.

Shipment by Air:

2 weeks before the opening of the Fair

Shipment by Ocean:

3 weeks before the opening of the Fair

- \* The official arrival deadlines designated by the Fair Organizer will be specified in the Overseas Exhibitor Manual, which will be delivered to successful applicants at a later date.
- The Participant may send small quantities of articles via courier (e.g. Federal Express, DHL), or bring such articles as baggage on the airplane. In such case, the Participant shall be responsible for all necessary import customs formalities and payments, including, without limitation, payment of duties (if any).
  - The Participant should be aware that, when importing exhibits via courier or as baggage on the airplane, import customs formalities are complicated and time consuming. JETRO, therefore, considers these shipment methods least preferable and will not take any responsibilities for late arrival of exhibits and surcharges, such as duties and costs for emergency customs clearance and special delivery, imposed on exhibits shipped in such ways.

(2) Carrying-in

- Carrying-in, installation and decoration of

Date \_\_\_\_\_ Initial \_\_\_\_\_

exhibits are allowed only on the day before the opening of the Fair (all work must be completed by the end of the day). Detailed schedule and information will be notified to successful applicants at a later date.

- B. The Participant is required to bring an appropriate amount/number of exhibits for one booth.
- C. The Participant must arrive at the Fair site prior to delivery of its exhibits.
- D. The Participant is fully responsible for costs of international and domestic transportation, insurance, customs duties and taxes relating to exhibits.
- E. Waste packing materials, such as empty crates, cardboard boxes, and others shall be moved out or properly disposed by the Participant at its own expense and responsibility.

(3) During the Fair

- A. Due to security reasons, carrying-in/out exhibits is not allowed during the Fair.
- B. The Participant shall be responsible for the maintenance of its own booth during the Fair and shall be required to keep its exhibits under its observation during the Fair.

(4) Removal/Disposal of exhibits

- A. The Participant shall not begin removing exhibits before the official closing of the Fair.
- B. The Participant is fully responsible for bringing its exhibits out of the Fair site after the closing of the Fair. The Participant is not allowed to leave any exhibits or waste materials in its booth or any other place on the Fair site and is required to appropriately handle its exhibits after the Fair, including making appropriate arrangements with its freight forwarder or other agents.

**8. General Obligations and Rules at the Fair Site**

(1) Reports and Follow-up questionnaire

The Participant shall be required to complete and submit the questionnaire and other report/interview sheets, which will be delivered to each Participant during the Fair, to report details of business results. The Participant has the responsibility to cooperate in the implementation on JETRO's follow-up questionnaires after the Fair. The information will be used solely for JETRO's report purposes (and no information regarding individual company or person will be disclosed to any third party).

(2) Prohibition of spot sales

Spot sales are strictly prohibited during the Fair, as the Fair is aimed for on-site business talks. Breach of this rule may result in immediate termination of the Participant's participation in the JETRO Zone and the Fair.

(3) Distribution of samples

Samples, souvenirs, printed matters of any kind, or other promotional materials distributed during the Fair must clear customs prior to the Fair. Distribution of such promotional materials can only be conducted by the Participant in its allocated booth.

(4) Information on forwarders

JETRO shall provide the Participant with information on the forwarder recommended by the Fair Organizer. The Participant is asked to contact such forwarder directly, and not through JETRO.

(5) The Fire Service Law and treatment of dangerous objects

Under the Fire Service Law of Japan, the use of fire and other flammable/dangerous objects, including the following examples, is strictly prohibited within the Fair site:

- A. Lighting Candles
- B. Hanging textiles from the ceiling
- C. Smoking outside the smoking area

(6) Restriction of demonstrations and other activities

JETRO may restrict or require the Participant to take preventive measures against any demonstration and other activities, which JETRO considers to be dangerous and/or hazardous, causing excessive noise, floor vibration, heat, air contamination, and/or cause safety issues within the Fair site, or against which complaints from neighboring exhibitors arise. Expenses related to the said preventive measures shall be borne by the Participant.

(7) Photography

Taking photographs within the Fair site by those other than authorized press personnel is prohibited. The Participant is only allowed to take photographs of its own booth. JETRO may take photographs of exhibits for JETRO's own report purposes.

(8) General security measures

JETRO will be responsible for protection and maintenance of the JETRO Zone. JETRO shall take no responsibility for the protection and maintenance of the exhibits and related materials displayed inside the Participant's booth. Management of exhibits and related materials is the sole responsibility of the Participant. The Participant shall obtain all necessary insurance for its property. JETRO shall not be responsible for any damages to or loss of the Participant's property under any circumstances.

(9) Accidents

In case of an accident in the JETRO Zone, JETRO staff must be notified immediately of such accident and the Participant must follow JETRO's instructions thereafter in connection with the accident.

(10) Damages to Fair site facilities

If the Participant damages the wall panels, floor, wall columns or other equipment of the Fair site, the Participant must repair the damage to the original state at the Participant's own expense.

**9. Limitation of JETRO Liability and Responsibility**

(1) JETRO assumes no responsibility or liability for any injury, damage, expense (unless expressly set forth herein), delay or other irregularity suffered by the Participant, its representatives or any third person which may or may not be caused by a willful or negligent act or omission on the part of JETRO. Furthermore, JETRO shall not be responsible or liable for any loss or consequence of a natural calamity, labor dispute, acts of God, war, or other event beyond JETRO's reasonable control.

(2) In the case that the Fair Organizer cancels the Fair due to circumstances beyond its reasonable control, such as natural disaster, acts of God, war, governmental emergency, neither the Fair Organizer nor JETRO shall be responsible for damages to or loss incurred by the Participant.

(3) JETRO shall bear no responsibility or liability for any loss or damage incurred as a result of any of the following cases.

-The Participant cannot complete customs procedures in time for the opening day of the Fair, due to delay in preparation or incomplete application forms.

-The Participant cannot enter Japan due to visa issuance delay.

-Expectations of the Participant for the Fair (business negotiations, results) are not met.

**10. Cancellation Policy**

Any and all costs incurred by JETRO or its affiliates on behalf of the Participant in connection with the Participant's cancellation or withdrawal from the Program within the designated number of days prior to the beginning of the Program, whose duration is stipulated in Section 1 and Section 2 above, shall be borne by the Participant (who cancelled) according to the chart below. Such cancellation or withdrawal must be made in writing to JETRO, and the date of such notification shall be used when figuring cancellation fees as per below chart.

Payment of cancellation fees must be made within 2 months from the date when JETRO issues the bill to the Participant.

Item of Expense	Designated Number of Days Prior	Amount of Cancellation Fees**
Booth space fees	Immediately upon notification of official Participant status by JETRO	462,000 JPY
Booth decoration fees	30 days	150,000 JPY
Translation fees for JETRO Zone brochure	30 days	15,000 JPY
Design fees for JETRO zone brochure	30 days	30,000 JPY
Interpreter fees for the duration of the exhibition	5 days	60,000 JPY (50%)
	3 days	120,000 JPY (100%)

\*\* The total amount of fees (shown in Japanese Yen, "JPY") for each item of expense shown in the above chart is only an estimation. The exact amount for each item above will be determined based on the actual payment from JETRO to the contractor. These final amounts will be billed to the Participant (who cancelled) after the exhibition.

**11. Interpretation and Enforcement of the Rules and Regulations**

JETRO shall have full responsibility in the interpretation and enforcement of this Rules and Regulation and reserves the right to make changes or additions, as JETRO deems necessary for the proper conduct of the JETRO Zone.

**12. Observance of Japanese Law and the Rules and Regulations**

In order to assure a successful trade fair, it is essential that the Participant observes Japanese law as well as these Rules & Regulations. Any disputes related to the Fair or the Program generally shall be governed by Japanese law and adjudicated in Tokyo District Court.

Date \_\_\_\_\_ Initial \_\_\_\_\_

The undersigned (the Applicant) hereby applies for participation in the "Exhibition Program for JETRO Zone within IT PRO EXPO 2013" by submitting the application form as attached, in accordance with the "Rules & Regulations" set forth herein on both sides of this document.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_