

## Application and payment

### 1 How to apply ▶

- Visit the Tokyo International Industry Exhibition 2012 official website at (<http://www.sangyo-koryuten.jp/>) and complete the online application form.
- After entering the information, print out and sign the form and mail it to the secretariat at the address shown on the bottom right of this page.
- After your application has been screened, the secretariat will contact you to inform you of the result.

**2 Restriction on the number of booths ▶** Applications may be made for up to 4 booths per company / organization.

**3 Application deadline ▶ Applications must be received by July 31 (Tue.), 2012**  
Screening is conducted in order of application arrival. Applications will close when the planned number of booths is reached, even if this occurs before the deadline arrives.

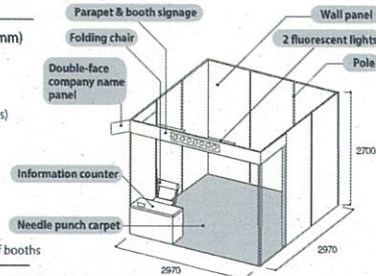
**4 Fee payment deadline ▶ August 15 (Wed), 2012** The application will be cancelled if payment is not received by the deadline.

## Fees and booths

**1 Exhibition fee ▶ 52,500 yen (tax included) for each 9m<sup>2</sup> booth**

**2 Basic booth setup** Booth size (Width 2,970 mm x Depth 2,970 mm x Height 2,700 mm)

- Back and side panels ※ Corner booths will only have one side panel.
- Parapet (Height 300 mm)
- Exhibition booth signage  
※ Black gothic text: 1 location only, regardless of number of booth (2 locations for corner booths)
- Double-face company name plate
- Fluorescent lights (2 lights per booth)
- Needle punch carpet (approx. 9m<sup>2</sup>) ※ Gray
- Information counter ※ 1 counter regardless of number of booths
- Folding chair ※ 1 folding chair per booth
- Electrical outlet ※ 1 outlet with 2 sockets per booth
- Single-phase, 2-wire 100 volt AC, 10A (1 kw equivalent) ※ 10A regardless of number of booths



**3 Items not included in exhibition fee ▶** As a rule, exhibitors are responsible for the following expense:

- bank transfer fee
- booth decoration expenses
- Electrical wiring and power usage exceeding that basic booth set up and incidental equipment/service fees such as telephone lines, water supply and drainage
- expenses associate associated with move-in and move-out

**4 Booth location ▶** Booth location will be determined by a lottery held at the exhibitor orientation session on September 18 (Tue), 2012.

## Schedule

Jul 31 (Tue)

**Exhibitor application deadline**

※ Screening is conducted in order of application arrival. Applications will close when the planned number of booths is reached, even if this occurs before the deadline arrives.

Aug 15 (Wed.)

**Exhibition fee payment deadline**

Sep 18 (Tue.)

**Exhibitor Orientation / Skill Improvement Seminar**

Nov 19 (Mon.)

**Set-up day**

Nov 20 (Tue.) 21 (Wed.) 22 (Thu.)

**Tokyo International Industry Exhibition 2012**

※ Exhibit dismantling and move-out is from 17:00 on the 22 (Thu.)

## Access Guide

Mode	Station	Fare	Time	Destination
TRAIN / SUBWAY	RINKAI LINE Shin-Kiba Station (JR & subway)	¥260 one way approx.	5min	Kokusai-tenjijo Station
	Osaka Station (JR)	¥320 one way approx.	13min	Kokusai-tenjijo Station
YURIKAMOME	Shinbashi Station (JR & subway)	¥370 one way approx.	22min	Kokusai-tenjijo-seimon Station
	Toyosu Station (Subway)	¥240 one way approx.	8min	Kokusai-tenjijo-seimon Station
TOEI BUS	Tokyo Station, Yaesu Exit (JR & subway)	¥200 one way approx.	40min	Tokyo Big Sight
	Hamamatsucho Station (JR)	¥200 one way approx.	40min	Tokyo Big Sight
	Monzen-nakacho (subway)	¥200 one way approx.	30min	Tokyo Big Sight
AIRPORT LIMOUSINE BUS	Narita Airport	¥2,700 one way approx.	65min	Tokyo Big Sight
	Haneda Airport	¥600 one way approx.	25min	Tokyo Big Sight
	T-CAT (Tokyo City Air Terminal)	¥600 one way approx.	20min	Tokyo Big Sight
TOKYO CRUISE (WATER BUS)	Hinode-Sanbashi Pier (7-min. walk from JR Hamamatsucho Station)	¥400 one way approx.	25min	Ariake Kyakusen Terminal

- Tokyo Big Sight: 3-11-1 Ariake, Koto-ku, Tokyo
- Closest stations: 3-min. walk from Kokusai-tenjijo-seimon Station on the Yurikamome Line  
7-min. walk from Kokusai-tenjijo Station on the Linkai Line  
2-min. walk from Ariake Kyakusen Terminal serviced by Tokyo Cruise (Water Bus)

Applications and inquiries

**Tokyo International Industry Exhibition 2012 Secretariat**  
Art Building, 1-14-7 Tomigaya, Shibuya-ku, Tokyo 151-0063, JAPAN  
Telephone: +81-3-3469-1768 Fax: +81-3-3469-1766  
E-mail: [info@sangyo-koryuten.jp](mailto:info@sangyo-koryuten.jp)

<http://www.sangyo-koryuten.jp/>

(Creation date : May 28, 2012)

# INFORMATION

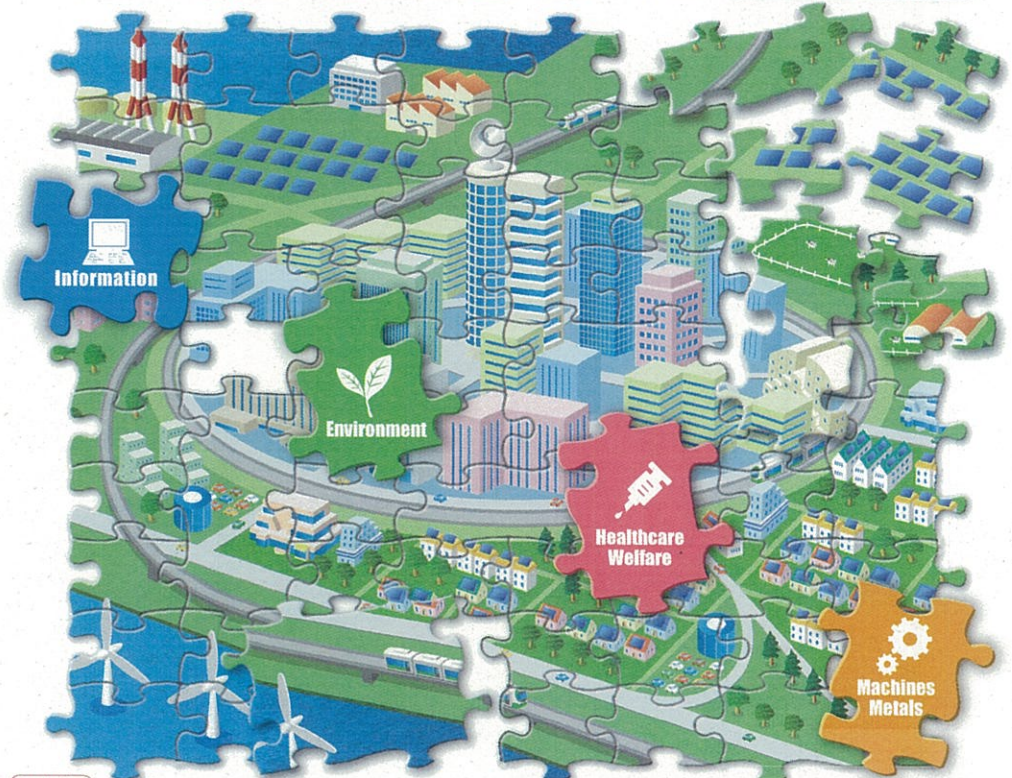


THE 15TH ONE OF THE LARGEST JAPANESE TRADE SHOWS FOR SMALL AND MEDIUM-SIZED BUSINESS

# TOKYO INTERNATIONAL INDUSTRY EXHIBITION 2012

Exhibition Fields Information Environment Healthcare/Welfare Machines/Metals

11/20 Tue. 21 Wed. 22 Thu. Tokyo Big Sight East Halls 2 and 3  
10:00 ▶ 17:00 ADMISSION FREE



Organized by

Tokyo International Industry Exhibition 2012 Executive Committee

◆ Tokyo Metropolitan Government

The Tokyo Chamber of Commerce and Industry, Federation of Tokyo Chambers of Commerce and Industry, Tokyo Metropolitan Federation of Societies of Commerce and Industry, Tokyo Metropolitan Federation of Small Business Associations, Tokyo Big Sight Inc., Tokyo Metropolitan Small and Medium Enterprise Support Center, Tokyo Metropolitan Industrial Technology Research Institute

Supported by

The Federation of Tokyo Factory Association, Organization for Small & Medium Enterprises and Regional Innovation (Kanto Head Office), Tokyo Guarantee, Tokyo Small and Medium Business Investment & Consulting Co., Ltd, Asian Network of Major Cities 21

Cooperating prefectures and cities

Saitama Prefecture, Chiba Prefecture, Kanagawa Prefecture, Saitama City, Chiba City, Yokohama City, Kawasaki City, Sagami City

Closing date for applications

Exhibitors are now being accepted.

**July 31 (Tue), 2012**

Exhibition fees: 52,500 yen / 9m<sup>2</sup> (tax included)

\* Screening is conducted in order of application arrival. Applications will close when the planned number of booths is reached, even if this occurs before the deadline arrives.

The Official Web Site **CLICK HERE!**  
<http://www.sangyo-koryuten.jp/>

# THE 15TH ONE OF THE LARGEST JAPANESE TRADE SHOWS FOR SMALL AND MEDIUM-SIZED BUSINESS TOKYO INTERNATIONAL INDUSTRY EXHIBITION 2012

## Purpose of the Show

The main purpose of the Tokyo International Industry Exhibition is to be a platform bringing together the unique small and medium-sized business of the Greater Tokyo Area (Tokyo, Saitama, Chiba, and Kanagawa), allowing them to showcase their superb technology and products, and providing opportunities for market expansion, inter-company collaboration, information gathering and exchange, and other business activities.

## Exhibition Fields

### Information

- IT-related technologies
- Telecommunications services
- Semiconductor technologies such as microprocessors and next generation memory
- Software technologies
- Computer technologies such as servers and storage
- Network technologies such as broadband and high-speed wireless
- Digital home appliance technologies such as flat panel displays and digital TVs
- New generations semi-conductors and application chip technologies
- ITS (Intelligent Transport System) related telecommunications services, etc.

### Healthcare / Welfare

- Bio-related technologies
- Technology related Regenerative Medicine
- Technology for healthcare management systems based on continuous monitoring
- Medical device industry and nursing & welfare device industry
- Barrier-free housing industry
- Healthcare services and welfare services, and so on.

### Environment

- Environment-friendly energy technologies such as fuel cells
- Environment-friendly products and technologies such as chlorofluorocarbon alternatives
- Environment-conscious products and technologies
- Waste treatment and recycling technologies
- Energy conservation and new energy, and related equipment industries
- Energy Management System
- Eco-material (environment-friendly materials)
- Reuse and repair technologies
- Environmental improvement technologies (soil improvement, water quality improvement, etc.)
- Environment related services, environmental analyses devices, etc.

### Machines / Metals

- Products and technologies related to field such as IT; the environment and energy; and biotechnology; nanotechnology and materials
- MEMS (Micro-Electro-Mechanical Systems) technology
- Robot Industry, Automotive Next Industry, Aerospace Industry
- Materials (fullerene, etc.)
- Work tools, metal stamping, machines tools, cutting tools, processing machinery (food products, etc.), bearings, molds, electrical equipment, etc.

## Exhibitor eligibility

Exhibitors will, as a rule, be small and medium-sized businesses, business cooperatives, joint enterprise cooperatives, and other organizations that fulfill the following requirements. Please confirm the following before applying.

**1** Companies and other organizations with business establishments in the Greater Tokyo Area (Tokyo, Saitama, Chiba, and Kanagawa)

**2** Companies and other organizations involved in the exhibition fields (information, environment, healthcare / welfare, and machines / metals)

### The definition of small and medium-sized businesses

Manufacturing industry, construction industry, transportation industry, and other industries (excluding those noted below)	Capital up to 300 million yen or employee count up to 300 employees
Wholesale industry	Capital up to 100 million yen or employee count up to 100 employees
Service industry	Capital up to 50 million yen or employee count up to 100 employees
Retail industry	Capital up to 50 million yen or employee count up to 50 employees
Rubber product manufacturing industry (excluding the automobile and aircraft tire and tube manufacturing industry and the industrial belting manufacturing industry)	Capital up to 300 million yen or employee count up to 900 employees
Software industry and information processing service industry	Capital up to 300 million yen or employee count up to 300 employees

## The Merits of Exhibiting

**1** An interacting with diverse businesses and fields for the new encounter and discovery.

The Tokyo International Industry Exhibition, being held for the 15th time this year, has become a popular event and this always attracts a large number of visitors from a wide range of industries such as manufacturing, trade, retail, and services, as well as from government offices to seek for their amazing technology and products. This event will provide your company having the golden opportunity to interact, as well as to make new discoveries for a sales network and a product development. Please take an advantage of the Tokyo International Industry Exhibition as a platform to promote the growth and expansion of your business in interaction between you and major or diverse companies.

**2** Visited by decision-makers from a broad range of industries

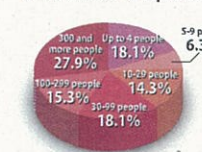
The Tokyo International Industry Exhibition is receiving more attention each year for its role as arena for the latest technology from small and mid-sized businesses. Last year saw 52,402 visitors from a wide range of industries. Visitors from large companies accounted for as much as 27% of all visitors. Almost 53% of the visitors were also executives with the authority to purchase and adopt products and services such as CEOs, directors, and managers.

**3** Various supports of business matching will create a wealth of business talk opportunities

At the Tokyo International Exhibition, a large number of visitors who have high level of purpose to gather much from the latest technologies, products and information. During the exhibition, exhibitors can make presentation promoting their products and technologies to visitors on a secondary stage set up within the venue. Each exhibitor can also promote their products and technologies for 1-Minutes Presentation Video, which is shown at location throughout the site.



### Number of employees in the visitors' companies



### Visitor's position in the company



**4** The highly effective Exhibition to link with your business talks directly.

At this event, many decision-makers, executives with the authority to purchase and adopt products and services, visit every year, and we provide exhibitors with a place for moving forward with business talks at the place. According to previous Exhibition data in 2011, 77.4% of the exhibitors had a business talk during the Exhibition, the number of business talks during and after the Exhibition were 8,197, and the number of successful transactions were 193. The Tokyo International Industry Exhibition has been successful event which is not only the act of gathering information but also the chance of business matching, and it has been also attractive event for the effective performance.

**5** Substantial support even first-time exhibitors can feel confident

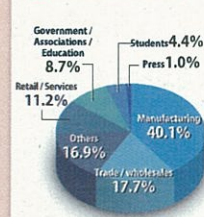
The Tokyo International Industry Exhibition is an ideal revenue for companies that have never participated in an exhibition. A Skill up Improvement Seminar (free of charge) will be held at the exhibition orientation session on Sep 18. And furthermore, at the "Advanced Seminar" (for interested exhibitors; free of charge), held lectures are given on topics such as techniques for creating attractive website and how to conduct follow-up marketing activities after the Exhibition.



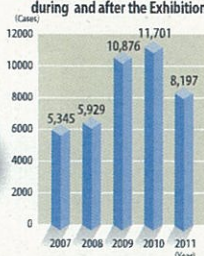
## Previous Exhibition Date

October 26(Wed.) to 28(Fri.), 2011 Exhibitor turnout : 896 companies and groups, 873booths Visitor turnout : 52,402 visitors

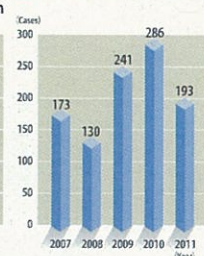
### Visitors by category



### Number of business talking during and after the Exhibition



### Number of transactions closed



### Exhibitor comments

- ▶ We were able to be PR about our company's technical strength.
- ▶ Due to visiting of new customers, we were able to seek a new market.
- ▶ With so many people visiting, we thought this exhibition was very helpful for our market research and trend.
- ▶ This Exhibition made good publicity for our company because it got a lot of attention by the media such as the press, TV, and so on.
- ▶ We are able to interact diverse companies that we significantly spent for three days.
- ▶ We were able to get much response than we expected. Over ten exhibitors and visiting companies made us an offer.
- ▶ We could identify market needs because of catching some customer opinion as to our products.
- ▶ We were able to demonstrate how to use our products.

