

ad·tech tokyo

Exhibitor Manual
October 17-18th, 2017
Tokyo International forum

Ver. 2017.8.21

Comexposium Japan K.K.

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Welcome to ad:tech tokyo 2017

-Now you are a part of global community.-

ad:tech Tokyo is one of the ad:tech events being held in 5 major cities around the world. Each year, there are many companies attending ad:tech Tokyo from overseas. Here, you can meet with global companies not only from Japan but also from other parts of the world as well. ad:tech Tokyo is now a community where the brightest and the most influential marketers of Japan gather together. This will be an opportunity for you to connect with the top players of Brands, Agencies, Solution Providers and Media.

Let's make this event great together!

Event Summary

| | |
|------------|--|
| Event Name | ad:tech tokyo 2017 |
| Organiser | Comexposium Japan K.K. |
| Dates | October 17 th (Tue) - 18 th (Wed), 2017 |
| Venue | Tokyo International Forum 3-5-1, Marunouchi, Chiyoda-ku, Tokyo, JAPAN |

Exhibitor's Schedule

August

- Company Profile & Logo Registration *You can change submitted information 1 month before the event.
- Submitting booth decoration registration (Booth layout, Additional Equipment, Electricity)

September

- About Load In/Out ※Mid September to the end of September
- Exhibitor's Pass Registration ※Mid September to the end of September

October 15th-16th

- Setting up

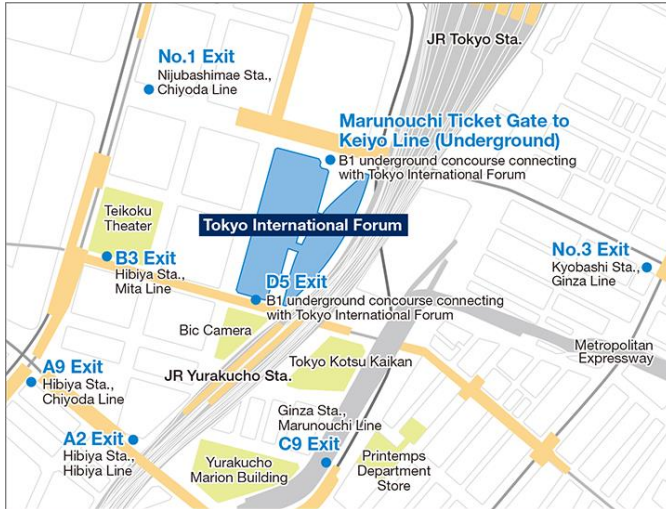
October 17th (Tue) - 18th(Wed), 2017

- Onsite

Access

Tokyo International Forum

5-1 Marunouchi 3-chome, Chiyoda-ku, Tokyo 100-0005, Japan
TEL: +81 3 5221 9000



【by Train】

- JR
 - 1min walk from JR Yurakucho Station
 - 5min walk from JR Tokyo Station (Connected by B1 concourse with Keiyo Line at Tokyo Station)
- Metro
 - Yurakucho Line : Connected to Yurakucho Station via B1 concourse, Exit 05
 - Hibiya Line : 5min walk from Ginza Station / Hibiya Station
 - Chiyoda Line : 5min walk from Nijubashimae Station / 7min walk from Hibiya Station
 - Marunouchi Line : 5min walk from Ginza Station
 - Ginza Line : 7min walk from Ginza Station / 7min walk from Kyobashi Station
 - Mita Line : 5min walk from Hibiya Station

【by Car on Shuto Expressway】

- Harumi-Dori Ave. from Kasumigaseki Exit
- Hibiya-Dori Ave. from Kandabashi Exit
- Kajiyabashi-Dori Ave. from Takaracho Exit
- Kajiyabashi-Dori Ave. from Kyobashi Exit



Parking Lot Information

There are parking lots available for general public as well as visitors of Tokyo International Forum

【Charge】 ¥200 for 30min

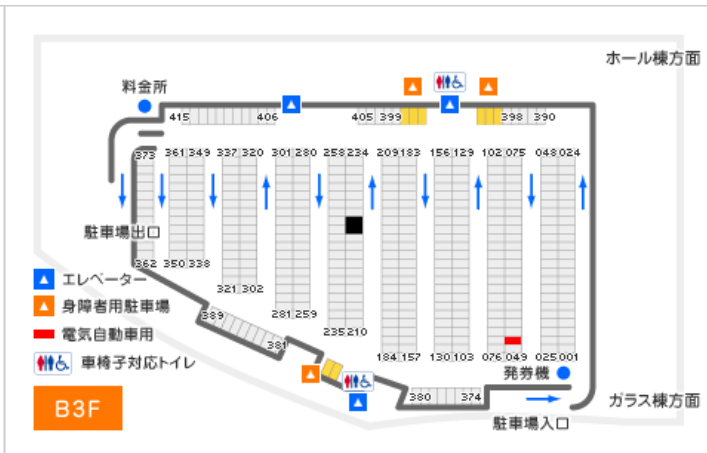
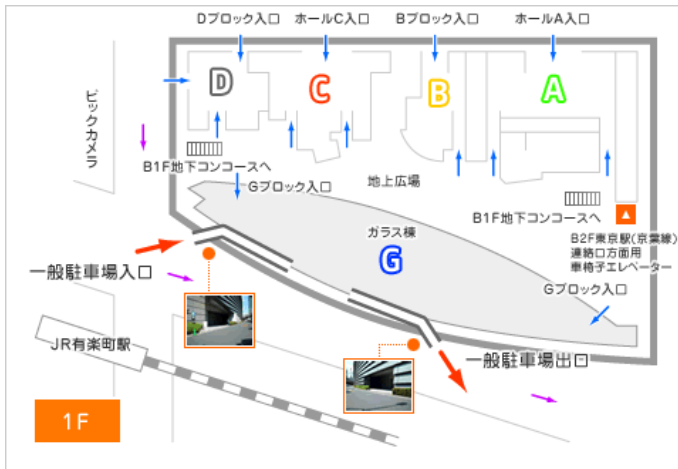
【Open Hours】 7AM~11:30PM Open all year round

【Vehicle Allowance】 height 2.2m x width 1.9m x length under 5.4m (Large Buses, trucks., motorcycles and bicycles are not permitted.)

【Vehicle Capacity】 420cars (7 are reserved for Physically Challenged, 1 is for Electric Car)

*Various discount service available. Please ask the Tokyo International Forum Parking Lot Office for more information.

(03-5221-9070)



Venue Layout

ad:tech Tokyo 2017 Venue

Exhibition Hall • B7 Hall • B5 Hall • Lobby Gallery • Glass Building 5F

Venue Overall

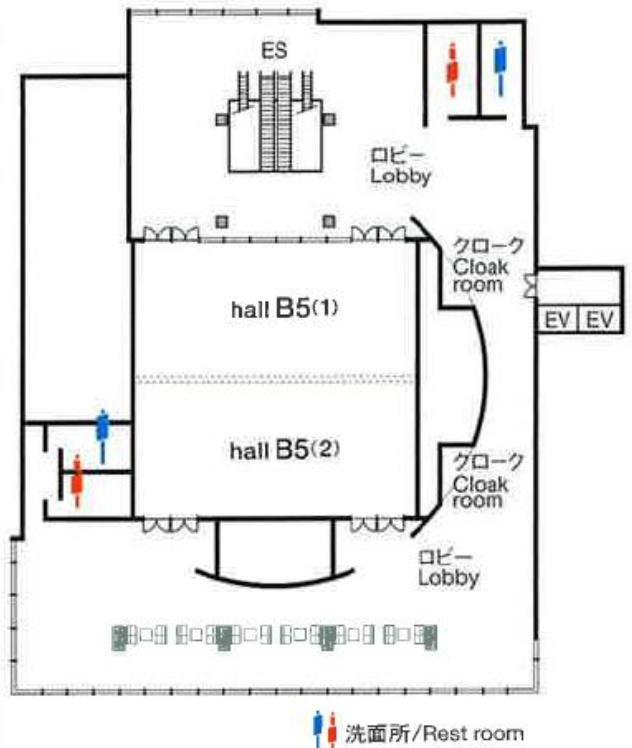
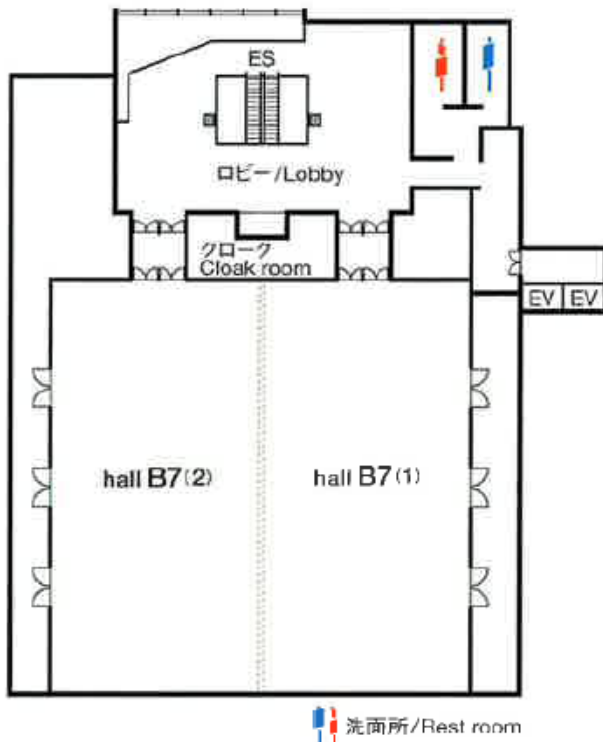
1F

B1F



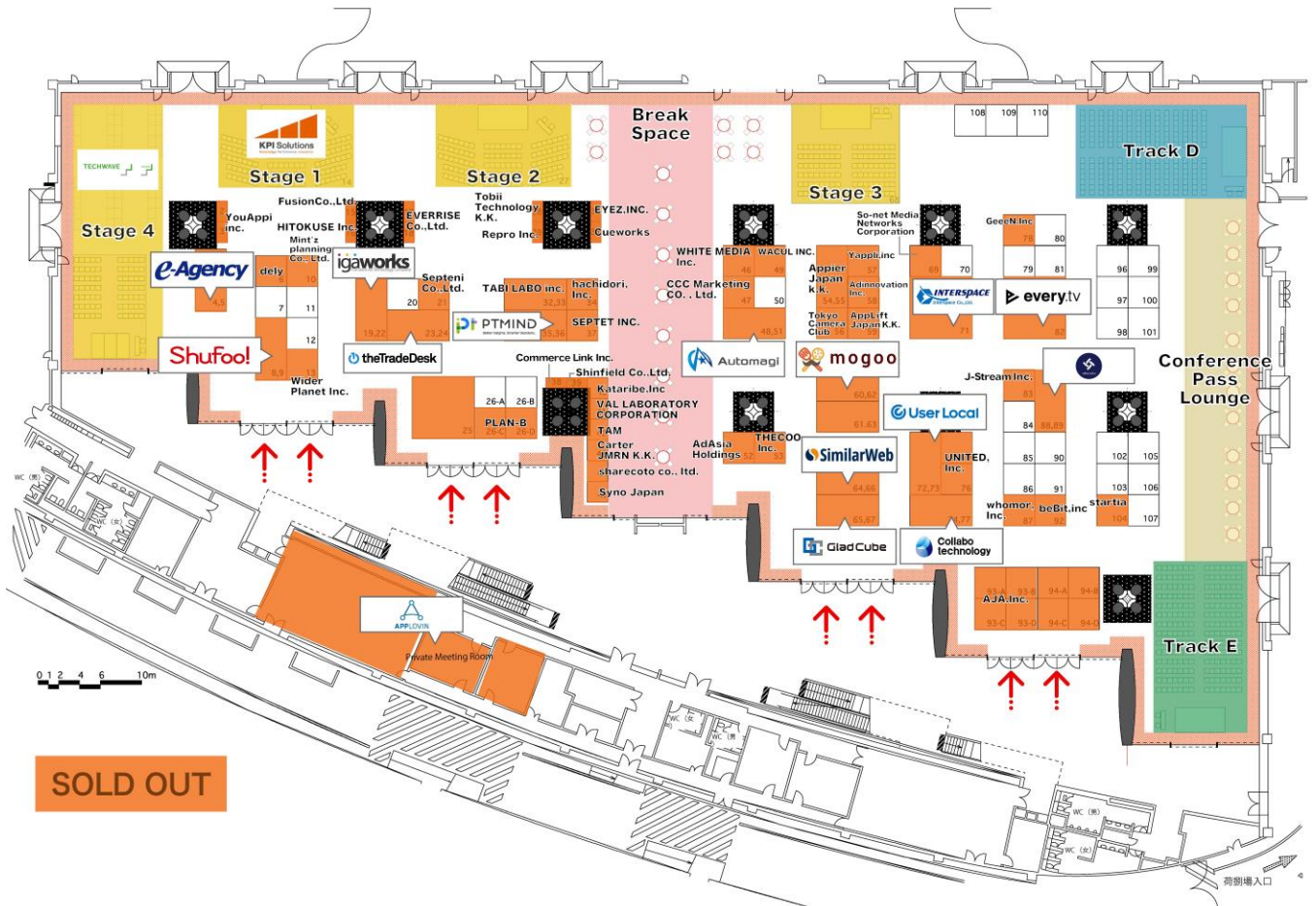
B7

B5



Exhibition Booth Layout

Floor Plan



※The floor map above is as of July 24th 2017. It is subject to change.
 ※Lunch Space area may be different from what you see on the map.

Event Time Table (Plan)

| Time | October 15th (Sun) | | October 16th (Mon) | | October 17th, (Tue) | | October 18th (Wed) | |
|-------|---------------------------------|---|--|--|--|---------------------------------------|--|--|
| | Overall Schedule | Exhibitor/ Contractor | Overall Schedule | Exhibitor/ Contractor | Overall Schedule | Exhibitor/ Contractor | Overall Schedule | Exhibitor/ Contractor |
| 8:00 | | | | | | | | |
| 9:00 | Organiser Setup 9:00 13:00 | | | Exhibitor/ Contractor Load In/ Decoration Registration 9:00 17:00 | Attendee Registration Open 8:30 | Exhibitor Preparation Time 9:00-10:00 | Attendee Registration Open 9:00 | Exhibitor Preparation Time 9:00-10:00 |
| 10:00 | | | | | Exhibition OPEN 10:00 | | Exhibition OPEN 10:00 | |
| 11:00 | | | | | | | | |
| 12:00 | | | | | | | | |
| 13:00 | | Exhibitor/ Contractor Load In/ Decoration Registration 13:00 17:00 | | | Exhibition 10:00 18:00 | Exhibitor Pass 9:00 19:00 | Exhibition 10:00 17:00 | Exhibitor Pass 9:00 21:00 |
| 14:00 | | | | | | | | |
| 15:00 | | | | | | | | |
| 16:00 | | | Sponsored Workshop Technical Rehearsal 15:00 16:30 | | | | | |
| 17:00 | Leaving Time: 17:00 | | Leaving Time: 17:00 | | | | Attendee Registration / Exhibition Close 17:00 | |
| 18:00 | | | | | Attendee Registration / Exhibition Close 18:00 | | | Exhibitor Contractor Load Out 18:00 21:00 <small>*Contractor can only start from 18:00</small> |
| 19:00 | | | | | Leaving Time: 19:00 | | | |
| 20:00 | | | | | | | | |
| 21:00 | | | | | | | Leaving Time: 21:00 | |
| 22:00 | | | | | | | | |

Set Schedule

| | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | |
|------|--|---|--------------------------------------|----|----|----|---|----|----|-------------------------|----|----|----|----|----|----|--|
| 15th | Foundation Construction (Only Organiser can access the Venue) 7:00~13:00 | | | | | | Exhibitor /Contractor Pass 13:00~17:00 | | | | | | | | | | |
| 16th | Exhibitor / Contractor Pass 9:00~17:00 | | | | | | | | | | | | | | | | |
| 17th | Exhibitor /Contractor Pass 9:00~10:00 | | Exhibition Opening Hours 10:00~19:00 | | | | | | | | | | | | | | |
| 18th | Exhibitor /Contractor Pass 9:00~10:00 | | Exhibition Opening Hours 10:00~17:00 | | | | | | | Load Out 18:00~21:00 | | | | | | | |

***Schedule above is subjected to change without prior notice.**

***To avoid congestion, Load In time for each exhibitors will be limited.**

***In case you have exceeded Load Out time, there will be additional fee, so please be aware your time.**

Exhibitor Form

○ Form① Company Profile and Logo registration: Before August 15th

Please complete an online registration form sent to you via e-mail to submit your company logo, company profile etc. The information provided through this form will be reflected to our official ad:tech website and print materials.
 *Your company information will be up on our official website after you have submitted this form.

○ Form② Exhibitor Booth Application: Before August 31st

Please submit an online Exhibitor Form sent to you via e-mail about the information listed below.
 ·Please make sure to complete and submit the applications by the due date above.
 ·For more reference on each form, please see manual pages listed below.

Form Submission Schedule

All Exhibitors must submit following items

Please submit these form even if you don't need one.

| Form Details | Manual Page |
|---|-------------|
| Form - 1 Exhibitor Information | - |
| Form - 2 Form for Exhibitor/Contractor Pass, and Vehicle Permission | p.16-17 |
| Form - 2 Exhibitor Pass Registration | p.10 |
| Form - 2 Details of booth design, Company name displaying Application | p.11-15 |

All Exhibitors must submit

Please submit these form even if you don't need one.

| Form Details | Manual Page |
|---|-------------|
| Form - 2 Details on Decoration/Construction | p.18 |
| Form - 2 Electricity/Additional Lighting Equipment/Power Supply | p.19 |

Optional Request Form

Please submit the items below if you prefer to have the service. No need to submit the 「Special Construction Form」 if you are applied for the general booth design

| Form Details | Manual Page |
|--|-------------|
| Form Special Constructuion | p.18 |
| Form Internet Service Final Order Deadline : September 10th. *Internet service is first come, first served basis. It may be sold out before the due date. | p.20 |
| Form Other Services | - |

Notes for entering the exhibition during the event

For security management, all personnel are required to carry the pass throughout the exhibition period. **You may not enter the venue without the presence of your pass, even if you are involved in the exhibition.** (*CONSTRUCTOR TAG is valid only during the Load In/ Load Out Period)

Please apply for each pass through [「Vehicle License/EXHIBITOR PASS/CONSTRUCTOR TAG Application」](#)

Oct. 15th, (Sun)

Exhibitors **13:00~17:00**
 Contractors **13:00~17:00**
 Anyone with EXHIBITOR PASS or CONSTRUCTOR TAG is allowed in the venue from **13:00**.
 Please be sure of safety during congestion

Oct. 18th, (Wed)

Exhibitor **9:00~20:00**
 Contractors **18:00~20:00**
 Anyone with EXHIBITOR PASS is allowed in the venue from 9:00AM. Constructors are allowed to enter between 18:00 – 20:00. Please work safely and carefully during Load In and dismantle.

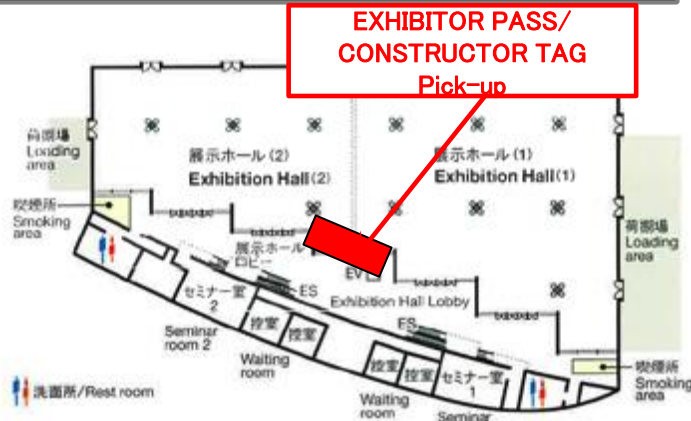
Oct. 16th (Mon)

Exhibitors **9:00~19:00**
 Contractors **9:00~19:00**
 Exhibitors and Contractors can access to Exhibitoin Floor from 9:00 AM.
 There will be more than 100 exhibitors, so please be sure of safety operation during congestion.

Oct. 17th (Tue)

Exhibitors **9:00~18:00**
 Anyone with EXHIBITOR PASS is allowed in the venue from 9:00AM. Constructors may not enter the venue during exhibition hours. Please let us know if there is any maintenance required by the constructor after 7:00PM.
***Additional Venue price will applied**

EXHIBITOR PASS/CONSTRUCTOR TAG Pick up: 2nd Basement Floor Exhibition Hall



Valid Period of Exhibitor Pass and Contractor Tag

| | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | | | | | | | | | | | | | | | | |
|-----------------------------|------------------------------------|---|----|----|----|----------------------------|----|----|----|----|----|-----------------------------|----|----|----|----|----------------------------|--|--|--|--|--|---------------------------|--|--|--|--|--|--|--|--|--|
| Oct. 15 th (Sun) | Foundation Construction 8:00~13:00 | | | | | EXHIBITOR PASS 13:00~17:00 | | | | | | CONSTRUCTOR TAG 13:00~17:00 | | | | | | | | | | | | | | | | | | | | |
| Oct. 16 th (Mon) | EXHIBITOR PASS 9:00~17:00 | | | | | | | | | | | | | | | | CONSTRUCTOR TAG 9:00~17:00 | | | | | | | | | | | | | | | |
| Oct. 17 th (Tue) | Exhibition Hours 10:00~18:00 | | | | | | | | | | | | | | | | EXHIBITOR PASS 9:00~19:00 | | | | | | | | | | | | | | | |
| Oct. 18 th (Wed) | Exhibition Hours 10:00~17:00 | | | | | | | | | | | | | | | | CONSTRUCTOR 18:00-20:00 | | | | | | EXHIBITOR PASS 9:00~21:00 | | | | | | | | | |

Booth Specification

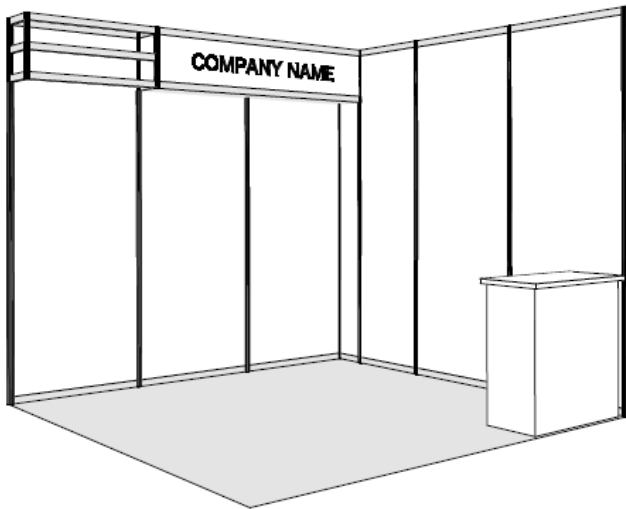
■ Package Plan (1 Booth 9 m²)

We have 4 types for basic booth type.

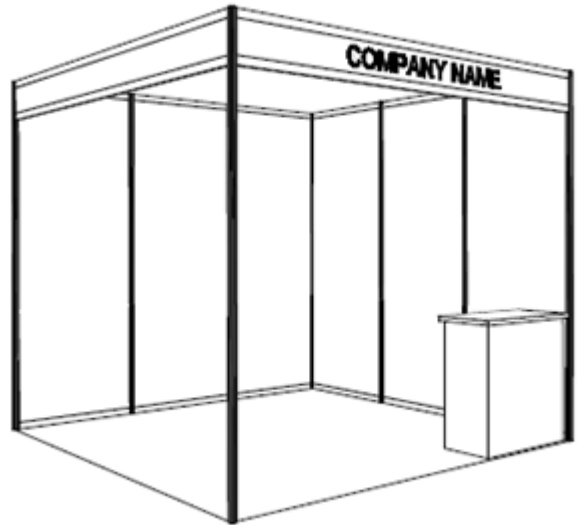
Please choose from below depending on your solicitation.

*If you are planning to decorate your custom booth, just a booth space will be provided.

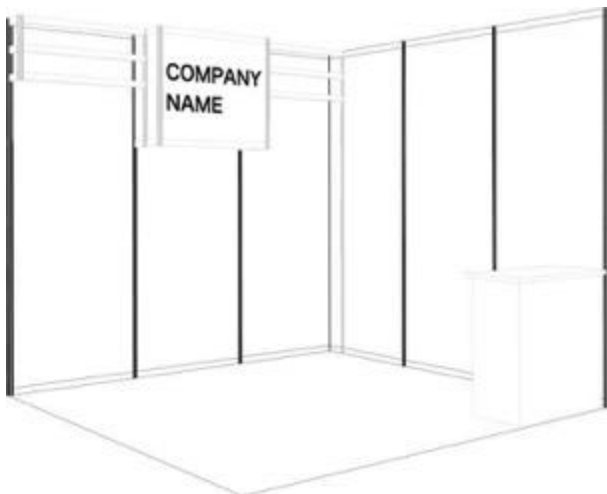
■ Type-A



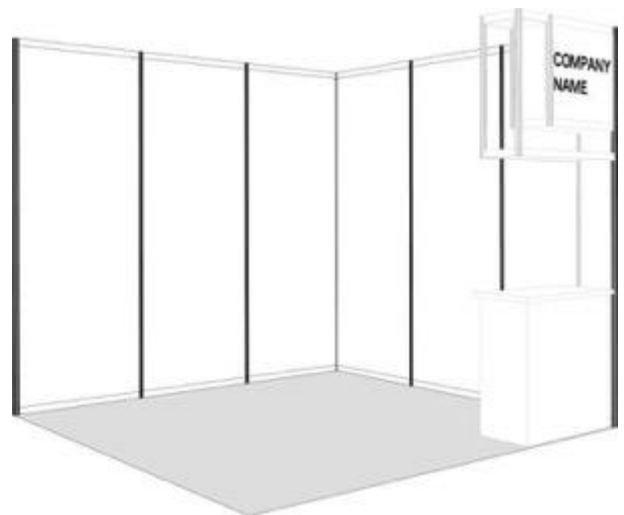
■ Type-B



■ Type-C



■ Type-D

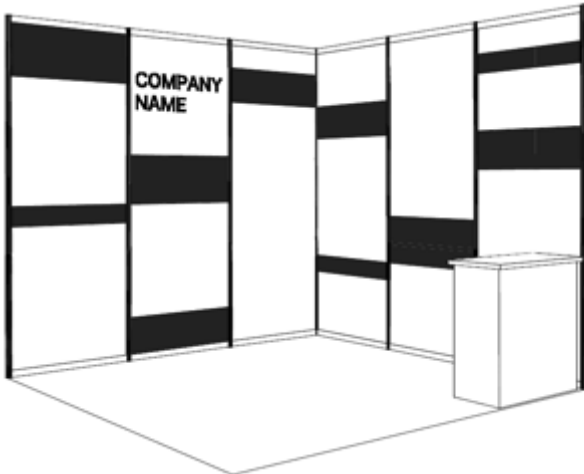


■ Booth Optional Plan Example

We can offer you customized booth suggestion as well.

Please feel free to contact the ad:tech tokyo Show Office for more information!

1 booth price reference: JPY 90,000

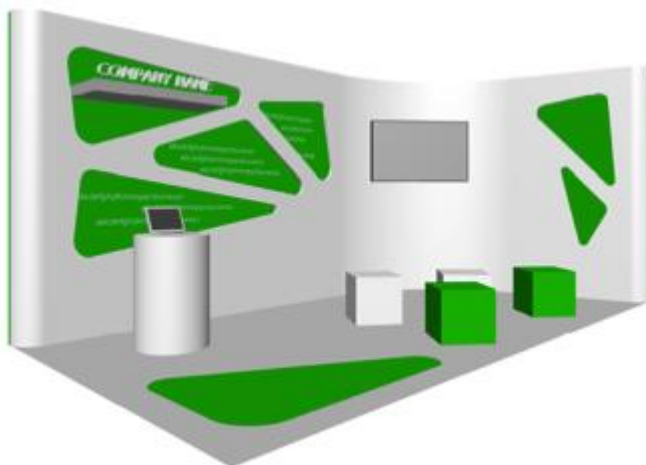


2 booth price reference: JPY 1,450,000



*PC not included

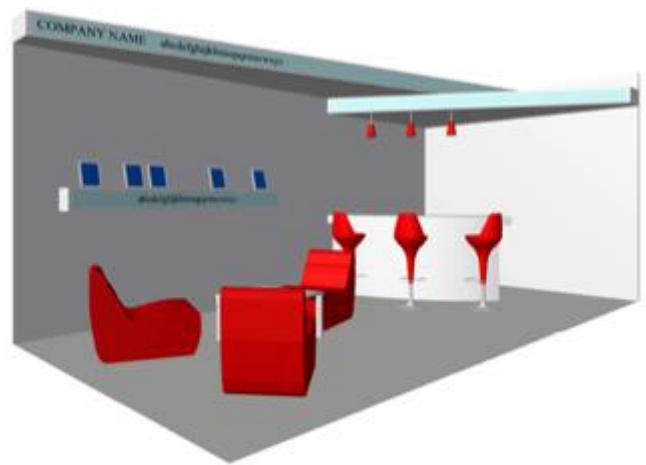
2 booth price reference: JPY 1,450,000



*PC not included

*Wall graphics available with additional fee

2 booth price reference: JPY 1,000,000



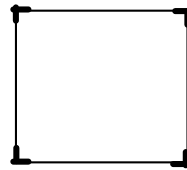
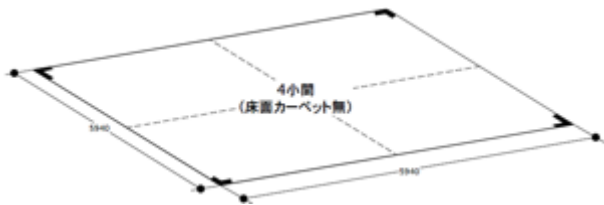
*PC not included

*Wall graphics available with additional fee

*All the prices shown above do not include tax.

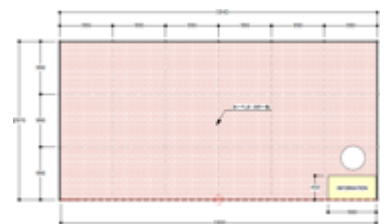
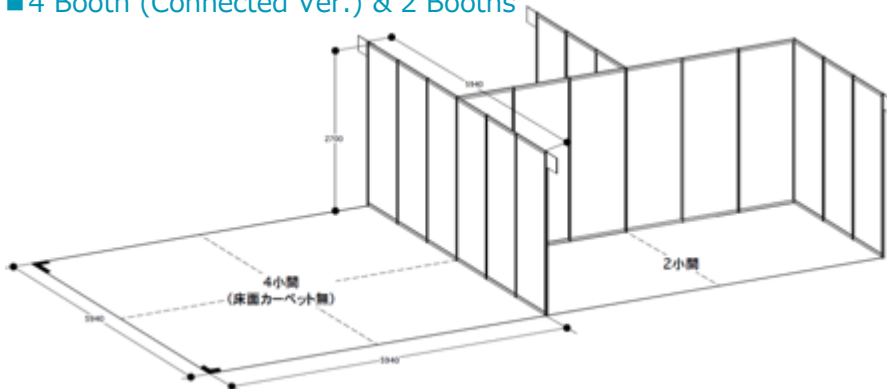
■ Exhibition Space – Dimension Specification –

■ 4 booth (36sqm) *island type

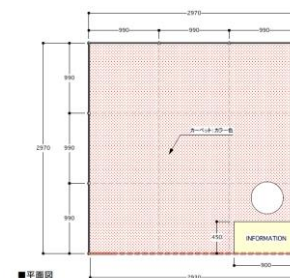
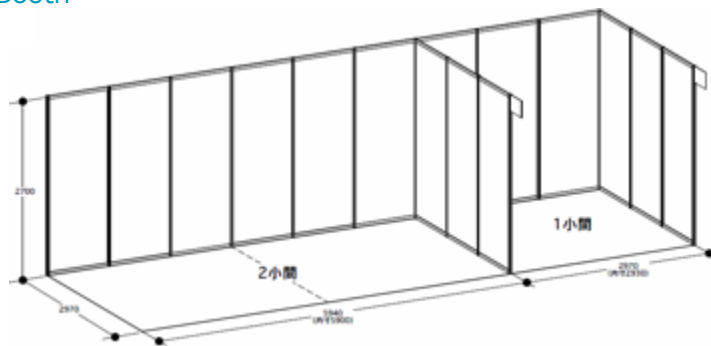


*There will only be 4 marks to mark the corners.
No panels are placed to mark your booth.
(Same for all the booth)

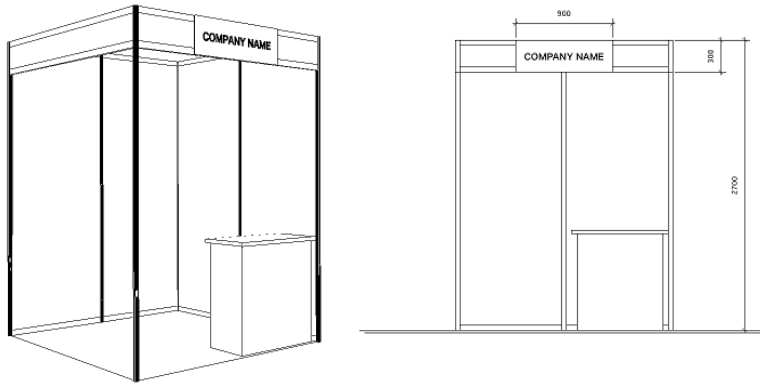
■ 4 Booth (Connected Ver.) & 2 Booths



■ 1 Booth

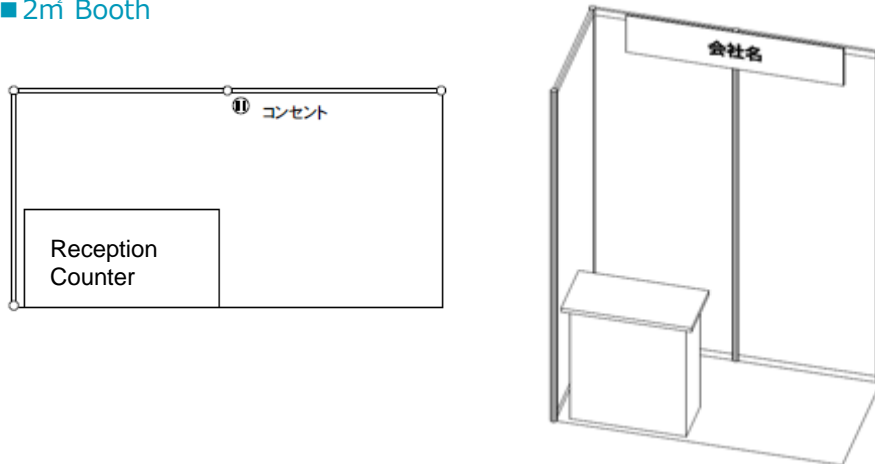


■ 4㎡ Booth



- List of Equipment included
 Booth Size : W2000D2000
 Wall Panel (White) H2700
 Reception Desk W900 D450 H750
 Fascia W1500 H300 (Logo)
 Power Outlet (capacity:100v500w)
 Spotlight : 100W x 2 lights

■ 2㎡ Booth



- List of Equipment included
- Wall Panel (White) H2700
 - Reception Desk W900 D450 H750
 - Fascia W1500 H300 (Logo)
 - Power Outlet (capacity:100v500w)

About Booth Decoration / Construction

Exhibition Space

You may not leave any luggage or install fixtures outside your own exhibition space. According to the number of booth and supplies you applied for, we will hand over the booth as stated in "State of Exhibition Space" below, on Oct. 16th (Mon) at each of your Load In times. The booth must be recovered to its original state by Oct. 18th (Wed) 20:00.

State of Exhibition Space

Basic booth contains the following materials:

■ Exhibition Space

- a) Wall: Wall system panels for back and side wall (thickness: 4mm/Anti-flaming plywood/color: white)
- b) Sign Board: 1~4 booths: White polystyrene board + Gothic letters (Additional cost for Company Logo)
- c) Power Supply:

| | | |
|------------------------------------|--------------------------------|-------------------------|
| 1 booth: Halogen light (100W) × 2 | Outlet (with 2 insertions) × 1 | Capacity of Outlet 500W |
| 2 booths: Halogen light (100W) × 2 | Outlet (with 2 insertions) × 1 | Capacity of Outlet 500W |
| 3 booths: Halogen light (100W) × 6 | Outlet (with 2 insertions) × 3 | Capacity of Outlet 500W |
| 4 booths: Halogen light (100W) × 8 | Outlet (with 2 insertions) × 4 | Capacity of Outlet 500W |
- d) Furniture: 1 booth~4 booths : Reception Counter x 1/Folding chair x 2/Garbage Can x1

*You may not change the items mentioned above with other items. There will be no refund for any equipment unnecessary.

*All Exhibitors using the basic booth must submit 「Details of booth design, Company name displaying Application」 to submit your company name.

Basic Booth (Decoration/Construction)

Graphic Data for Booth Panel

■ Exhibition Space

| Basic Equipment | Qty | Remark |
|---------------------------------|-----|---|
| Reception Counter | 1 | W900 × D450 × H750 |
| Folding Chair | 2 | |
| Power Supplies | | |
| 1 booth: | | |
| Halogen light (100W) | 2 | The main power supply with 1KW is included. The electrical charge is not included. |
| Outlet with 2 insetsions (500W) | 1 | |
| 2 booth: | | |
| Halogen light(100W) | 4 | The main power supply with 2KW is included. The electrical charge is not included. |
| Outlet with 2 insetsinos (500W) | 2 | |
| 4booth: | | |
| Halogen light(100W) | 8 | The main power supply with 4KW is included. The electrical charge is not included. |
| Outlet with 2 insetsions (500W) | 4 | |

| Booth Size | Graphic Data Size |
|----------------------------|-----------------------------|
| 2m ² (1m x 2m) | W970 × H2700, W1970 × H2700 |
| 4m ² (2m x 2m) | W1970 × H2700 |
| 9m ² (3m x 3m) | W2970 × H2700 |
| 15m ² (3m x 5m) | W2970, W4970 × H2700 |
| 36m ² (3m x 6m) | W2970, W5970 × H2700 |
| Counter | W900 x H750 |

※Bleed is 10mm.

※You can order panel printing through ad:tech tokyo Show office. Please contact us if you wish to order one.

In case exhibitor needs additional capacity for electricity, please submit 「Additional Lighting Equipment & Power Supply Application」

Exhibition Space : (Power supply for each booth: 1booth: 1KW / 2 booth: 2KW / 4 booth: 4KW 1KW per booth will be provided for those with more than 4booth)

Standing Booth : (Power supply for each booth: 1booth: 500W)

System Panel

We use the system panel as partition for adjoining booths. Both sides of the panel are white, pole beams are black. As they are lease items, it is prohibited to process any work which the original state cannot be recovered.

<Notes for Loading In>

Overall

All personnel are required to carry <EXHIBITOR PASS> or <CONSTRUCTOR TAG> during the Load In / Out period.
You can pick up the <EXHIBITOR PASS> and <CONTRACTOR TAG> at the venue on Oct.15th,

[Number of Distribution]*Additional pass purchase is available at the venue from our Sales by signing the "Additional Pass PO"

EXHIBITOR PASS: 5 passes / 9sqm booth *Additional ¥3,000 for each additional pass

CONSTRUCTOR TAG: 10 tags / 9sqm booth *Additional ¥500 for each additional tag

*You cannot enter the Conference Halls with the EXHIBITOR PASS

【How to Apply】

• Please submit the number of **VEHICLE Permit (3 passes maximum per company)**, **EXHIBITOR PASS**, **CONSTRUCTOR TAG** you need through the Exhibitor Booth Application Form.. (Form-2)

*Please note that **TOTAL Maximum # of VEHICLE Permit to be provided is 3 per company, not 3 per booth. We arrange Load In/Out vehicle schedule according to booth size.**

【About Load In Vehicle】

• No vehicle is allowed to be parked during the Load In period. Please use a delivery service or park your vehicle at the nearest parking lot and use a dolly to transport

your items.

• To load any large materials used for booth construction by vehicle you must submit the required information through Load In / Load Out Vehicle Form and follow the direction of ad:tech tokyo Show Office about time and place available for unloading.

Load In Period

Oct. 15th (Sun) 13 : 00~17:00 (Planned)

Oct. 16th (Mon) 9 : 00~17:00 (Planned)

【Other Notes】

- No vehicle is allowed to enter the hall for unloading.
- Exhibitor and the constructor should be responsible for any remaining materials.

***You will be charged a disposal fee if we are to find any remaining materials left at your booth.)**

Sending Items by Delivery Service

Please make sure to write down all the required information as listed below, and set the delivering date after September 19th (Mon)
ad:tech tokyo Show Office will not be responsible for receiving any packages being delivered to the Exhibitor

***Please be sure to arrange the delivering date/time when the exhibitor is able to receive the package at their own booth.**

< Address Label Example

>

| | |
|--|---|
| •Address: | Tokyo International Forum B2, 5-1Marunouchi 3-chome, Chiyoda-ku, Tokyo 100-0005 |
| •Phone: | 03-5221-9000 |
| •Event Name: | ad:tech tokyo 2017 「 -Exhibitor Name- 」 |
| •Booth Number: | |
| •Exhibitor Name: | |
| •Attn: | |
| •Mobile No. (number of person in charge of receiving the package): | |

<Notes for Load Out>

Overall

- All personnel are required to carry <EXHIBITOR PASS> or <CONTRACTOR TAG> during the Load Out period.
- No vehicle is allowed to enter the hall for unloading. *All items are to be carried by hand or by using a dolly from the Loading deck.
- Please complete all the work and recovery within the hours load-out is scheduled.
- Exhibitor and the constructor should be responsible for any remaining materials.
- **You will be charged of disposal fee if we are to find any remaining materials at your booth**

Load Out Period

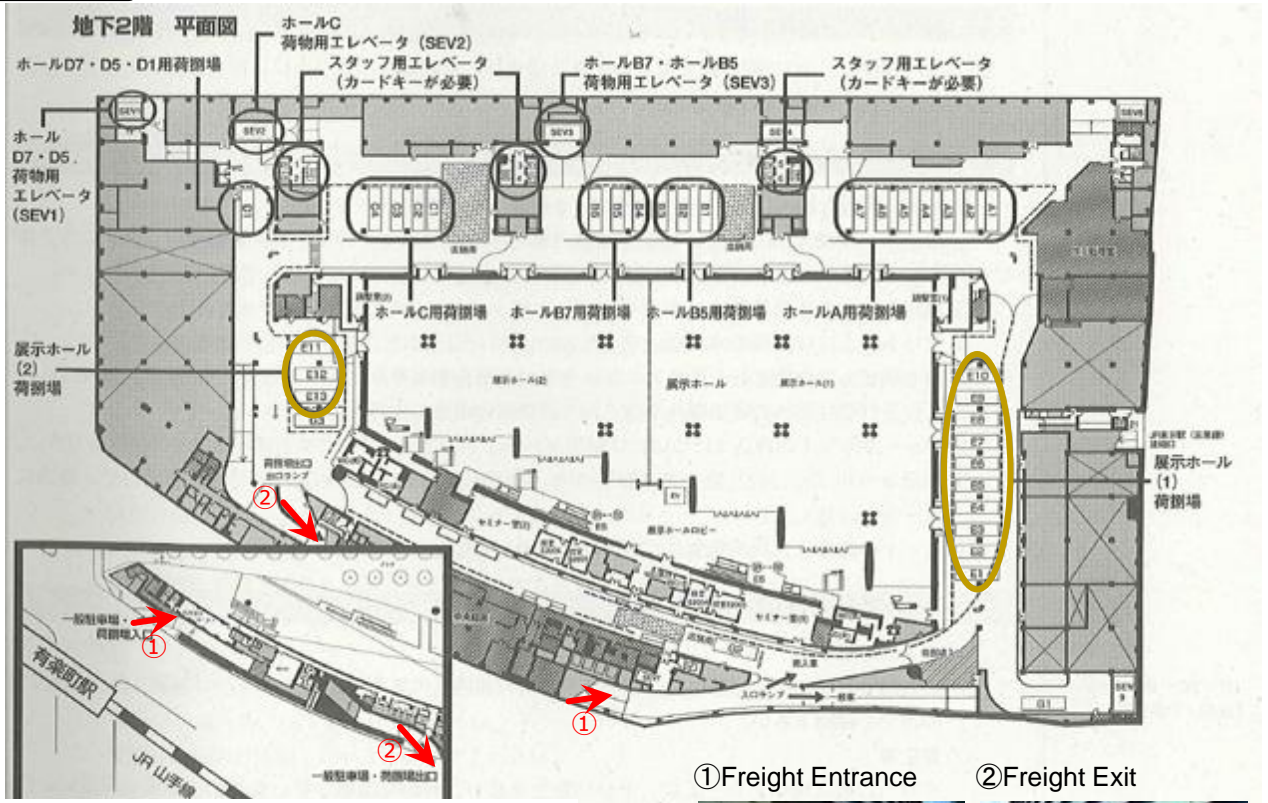
Oct. 18 (Wed) 18:00~20:00 ※There will be additional fee if you exceed your time.

Other Notes

- The venue will be crowded during the Carry Out period. For smooth operation, please carry small items to load-out deck by hand. (You may carry items on dolly from the Tokyo International Forum General Parking lot: **B3 to the venue. *parking fee is charged**)
- **Please dismantle your booth after 18:00 on Oct. 18th (Wed). Any dismantling before 18:00 may cause inconvenience to the other exhibitors talking with their clients.**
- There will be no space for the vehicle to stand-by. Please use the nearest parking lot to park the vehicle.
*The security of police around Marunouchi is very strict. Please do not park on the streets.
- To avoid heavy traffic inside the venue we recommend the use of delivering services.

Load In / Load Out Route Map

B2 Floor



1st Floor Loading Deck Entrance/Exit (height 3.7m)

● ● ● Cargo handling zone for Exhibition Hall exhibitors
 (*We will adjust the time available for use according to the application.)

① Freight Entrance ② Freight Exit



Other Notes

- It will be heavily crowded during the Load In/ Load Out Period. Using the delivering services for Load In / Carry Out will be much appreciated.
- No vehicle is allowed to park during the Carry In /Carry Out Period. Please unload or load all items within 15min.
- Load In time will be announced to each Exhibitor via e-mail.
- There is a height limitation for each block of the loading deck.

| Block Name | E1 | E2 | E3 | E4 | E5 | E6 | E7 | E8 | E9 | E10 | E11 | E12 | E13 |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Height (m) | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.5 | Under 3.0 | Under 2.9 | Under 2.9 |

Decoration Regulations

1. Please fill in the form 2 about your booth details for the official contractor
2. For those with more than 4 booths, please considerate decoration design to maintain the venue's aesthetics.
3. Height limitation for booth decoration is less than 2.7m from the floor. (4.5m for booth with more than 4 booth)
 - *1: **Please consult with the show office if you plan to have any ceiling structure (black curtain) or special construction. There may be risk of water damage.**
 - *2: **Banner balloons are available. If you are planning to use it, please consult with ad:tech tokyo Show Office.**
 - *3: **Two story structure is prohibited. However, raised carpet up to 1.8m is permitted. You may not use this space to keep stocks. Please consult with the show office for regulation details of raising the carpets.**
4. You must construct the partition with between the adjoining booth.
5. Booth side facing the passage should be kept open at least one-third or more.
6. When securing the carpets to the floor please use light adhesive double-faced tapes. (Ex: Sliontech No.5310)

Construction in Exhibition Hall

Pillars and ceiling in the hall must not be used for decoration, or as support of exhibits.

It is prohibited to nail, grind, weld, paste, wrap, paint, oil, or tape against the wall, the door, the glass side, and the pillar in the exhibition hall.

Wall Panel Decoration

It is possible to hang description panels and posters on the system panel by chain or wire.

However, since the partition panels (including poles and beams) are lease items, it is not allowed to be cut or nailed.

In case damages incurred to the system panels, the exhibitor will be charged its actual expenses.

Height Limitation

The maximum height of all booth decoration is **2700mm**.

(*It is allowed to be built up to **4500mm** for exhibitors with more than 4 booths. No setback regulation.)

***For special construction (banner, balloons, raised carpet etc.) please submit the "Special Construction Form" and consult with the show office.**

<Balloons>

- Balloons must be securely installed to prevent from floating to the ceiling.
- You must consider the heat effect from the ceiling lights and the casting shadows to the adjoining booths. The balloon height must be lower than **7m** to avoid water damage from the sprinklers.
- Distance between the bottom of the balloon and top of the booth must be more than **1m** in order to make sure it does not block the sprinkler water in case of emergencies.

<Raised Carpet>

- Height limitation of the floor is 1.8m (Space under the floor must only have structures, cannot be used to stock items.)
- In this case, you must consult with the show office to confirming the regulations for evacuation routes and height of handrails.

<Blackout Curtains>

- Blackout curtains on ceilings are allowed only when the use of blackout curtain is essential.
- If you have any other essential ceiling constructions, please contact the show office. We will check with the venue and the fire authorities if necessary.

Decorations on Walls Facing the Aisle

It is preferable to keep open the side facing the aisle as much as possible to ensure perspective around the booth.

Please keep open more than **one-third** on each sides even if there is a wall setting up. In case it is essential to cover up more than 50% of each side with walls, more than one-third of the wall's height must be lower than 1200mm.

Evacuation Lead

As for the fire authority regulations, each booth must install evacuation routes in two different directions.

For exhibitors with more than 4 booths, two passages of 2m should be assured.

*Decorations to the aisle is prohibited. If it is necessary please consult with ad:tech tokyo Show Office.

Special Construction

As a principle, the ceiling is not allowed to be installed to the booth.

However, in case the ceiling structure is necessary by all means of booth structure, please consult with the show office.

As for the ceiling structure (including the blackout curtain), it is obligated to install the fire detector and equipment for draining water for a charge. Please consult with the show office ahead of time if you are planning such constructions.

Removal might be requested on-site of structures and decoration without permission by the fire authorities.

Other Prohibited Act

Anchor bolt construction is prohibited.

Regulations on Electricity

Electrical Work

Please provide electrical supply needs through Form 2.

If your electrical equipment are to exceed the power capacity provided at of your booth, please add additional information through Form 2 for extra power.

Allocation Capacity: 1KW per booth/ 2KW for 2booths/ 4KW for 4booths (*for more than 4 booths, 1KW per booth will be provided)

Standing Booth : 500W per booth

<Additional Power Supply>

•Primary Construction

Distribution board with main power is located as indicated by the exhibitor. (one distribution board per each exhibitor)

For Standing Booth it will be located in the stock under the system. This primary construction fee costs **JPY 15,000 per the unit of 1KW (tax excluded: Anything under 1kw is rounded up) which is paid by the exhibitor.** (basic decoration contain 1KW per 1booth)

•Construction inside the booth

The distribution board is installed by the official constructor and the installation fee will be paid by the exhibitor. Electric wiring from the distribution board should be taken care of by the exhibitor.

<Additional cost for extra power supply>

The price for extra power supply is **JPY 3,000 (tax excluded) per the unit of 1KW.** Payment will be invoiced to the exhibitor **after the event.** Over time power supply such as 24 hours supply will be charged additionally.

<Schedule for Electric Supply>

Electricity will not be supplied until the construction is over and the safety check is completed even if it is during the supplying hours.

Please contact the show office if you need power before and after supplying hours. (Except 24 hours supply)

| | |
|-----------------------------------|------------|
| Oct. 17 th (Tue) ,2017 | 8:30~19:30 |
| Oct. 18 th (Wed) ,2017 | 8:30~18:30 |

| | | |
|------------------------------|------|------|
| *Single-phase, 2 line system | 100v | 50Hz |
| *Single-phase, 3 line system | 100v | 50Hz |
| *Single-phase, 3 line system | 200v | 50Hz |
| *Triple-phase, 3 line system | 200v | 50Hz |

<Maintenance during Exhibition>

Electric maintenance worker resides in the official contractors' room inside the hall during exhibition. Please quickly contact the organizer if any electrical accident occurs inside the exhibition area. When leaving your booth after exhibition hours, be sure to turn off all powers except for circuits applied for 24 hours power supply.

<Protection Measures>

ad:tech tokyo Show Office will not take responsibility for damages of exhibits and devices caused from power malfunction, power failure due to accident or voltage descent. The exhibitor must take enough protection measures on their own.

<Attention on Electric Construction>

- Electrical worker must carry the electric diploma while working on electrical construction.
- It is preferable that all electric material is new with mark of approval from the Minister of Economy, Trade and Industry.
- Distribution board and the flashing drum switch must be placed inside an iron box or have an inner-iron surface. The installation should be placed where it is convenient for checking and maintenance.
- For the connection of electric wires, please use the sleeve, pressure terminal or have soldering.
- For wiring and lighting equipment, please use wires F cable or more. Connecting the wires without the connecting machine is prohibited.
- Switches inside the booth should have the leak breaker. **(30mA)**
- When wiring any lighting related equipment of 100v, each equipment 15A or more must divergence at every circuit, and other equipment under 15A should divergence at each circuit with a switch.
- Incandescent lamp, resistor and other equipment that generates heat should not come in contact with any combustibles. Moreover, it is prohibited to cause any danger to the attendees with the wiring of the equipment.
- Electrical work inspection observes the electricity equipment technology standard of the Ministry of Economy, Trade and Industry and the fire authorities law.
- For connection work, it is necessary to note the preservation of fire accident, damage of exhibits, and prevention of electrical accident.
- It is not admitted to work any construction during exhibition period. All construction should complete during load-in period.
- Lighting equipment put directly on the floor such as spotlight, should be fixed, and prevented from falling and burning.

Disaster Prevention Rule of Decoration Materials

| | |
|--|---|
| ①Plywood | All plywood used for decoration and furniture should be fire-resistant materials. Anti-flame spray is not admitted. Please be aware that you may be instructed by the fire authorities to repair the structure if not constructed with fire-resistant material. |
| ②Fire-resistant Plywood | Fire-resistant proof is needed for any thick cloths and papers attached to the fire-resistant plywood. However, thin cloths and papers which are completely bonded to the plywood is considered to be part of the fire-resistant plywood. |
| ③Combustible Materials: Carpet, Curtain, Flag, Artificial Flower, Cloths, Paper, etc. | All combustible materials such as carpet, curtain, flag, artificial flower, cloths, and paper must be processed as disaster prevention materials. Each combustibles should have the fire-proof label attached. |
| ④Hong Kong Flower, Urethane, Acetate, Polyester, Nylon, etc. | Hong Kong Flower, Urethane, Acetate, Polyester and Nylon cannot be used as it cannot be processed into fire-resistant materials. |

《Notes》

- Please undergo the inspection in Japan beforehand and append the proof to goods imported from foreign countries
- In case of hanging banners in the indoor venue, **the materials should have the anti-flaming processing with fire resistant labels attached.**
- Please consult with the decoration secretariat beforehand about any uncertain point.

The Internet Use

The price of internet use is **¥80,000 (tax included) per Line.**

If you wish to use the internet please apply through Form 2.

《Notes》

- Please let the show office know the purpose for internet use.
- Line speed: 100Mbps (*Best Effort) ... Line speed will change depending on the number of lines connected.
- The price above includes set-up and installation of 1 internet line, provider service, and router (LAN port)
- Only 1 LAN cable will be provided at you booth. If you wish to branch the lines please prepare a Hub.
- Wiring and connection set up on your PC is not included.
- IP address (private IP address) is provided automatically from the broadband router.
- Static IP address may not be used. Please let us know if there is any need.
- There is certain level of security on all internet connection equipment, but depending on your PC settings and virus software settings there is a possibility that your PC might get infected by a virus. In order to prevent these problems, please update your virus protection software, and turn off the data sharing settings. We do not take any responsibilities for any virus problems.
- We are not responsible for any PC problems or troubles, caused by using the internet at the venue.
- Please prepare your own LAN cables.

Others

- It is prohibited to overflow and to set up any exhibits outside the booth.
- Decoration should be planned safely based on the Product Liability Law.
- Remainder material from load-in/load-out work should be discarded by the exhibitor or the constructor under their own responsibility. Any left over material will be taken care of by the ad:tech tokyo Show Office and the exhibitor will be charged of disposal fee later on.
- For smooth load-in/load-out work in the hall, the fixtures are preferred to be carpentered or molded beforehand.
- Wiring such as main power wirings might pass the inferior angle of the back panel in the exhibition space.
- In case of damage to exhibits of other exhibitors and hall equipment, the exhibitor is responsible to repair them by their own cost. In case the recovery and restoration is insufficient, the exhibitor will be charged its cost by the secretariat later.

Hall Management

Booth Management

1. Exhibitor with the EXHIBITOR PASS should be assigned, entertain attendees, and manage exhibits at the booth.
2. Exhibitor is not allowed to give, lend, and exchange the allocated exhibition space with others. However, it is excluded in the case if you report to the show office as a joint exhibition.

Preventing Accidents / Responsibility

1. Exhibitor should prevent accidents relating to load-in/load-out and demonstration of exhibits.
2. Due to accident prevention, the show office might request you to limit or discontinue your work.
3. Exhibitor is responsible for any accidents and damages relating to the exhibitor. We recommend you to get insurance beforehand.
4. Security guards are deployed in the hall by the show office for fire prevention and theft prevention. However, when accident or damage occur due to the act relating to the exhibitor, it becomes the exhibitor's own responsibility. The show office does not have responsibility about accidents of exhibits at the booth. Regarding the protection of exhibition items, you should consider getting an insurance.

Cancellation of the event due to force majeure

1. The organizer does not take responsibility when holding of the event becomes impossible due to natural disaster such as earth quake and fire, infectious disease, terrorism, and command or instruction from a third party.
2. . When the event period is shortened by inevitable reasons during the event, the show office does not refund the charge for exhibition booth.
3. The show office does not compensate the cost which the exhibitor required.

Food and Beverages

Providing Food or Beverage is prohibited at the Exhibition space. However, if you wish to serve food or drinks during the event, please contact the ad:tech tokyo Show Office by July 28th (Wed).

1. Selling Sampling

Is prohibited in principle.

2. Free sampling of food and beverages

Is prohibited in principle.

*Catering service from International Forum's Official Catering Company (Imperial Hotel) is available. Please contact with the show office

if you wish to have the service.

Exhibit / Promotion activity / Demonstration

1. Regulation of Exhibit

- Exhibit is limited to the article to accompany the holding outline of this exhibition. In case you are not sure whether the exhibition items accompany the outline, please inquire the ad:tech tokyo Show Office.
- Products which induces an illegal remodeling is not allowed to be exhibited.
- The organizer might limit or prohibit exhibition if there are any concerns of violating the purpose above or causing trouble in means of operating this event.
- It is prohibited without the permission of fire authorities department to exhibit items which are inflammable, explosive or radioactive dangerous articles, poisonous substance, drugs, and commodity that violates intellectual property rights, sales prohibited goods and naked flame.

2. Limitation of Paging Service

- Paging service is not utilized excluding urgent broadcasting during the exhibition.

3. Volume Limitation

When setting up audio equipment inside the booth, make sure to check with the adjoining booth exhibitors to prevent annoyance by the volume of your audio system. (Maximum volume: 60dB)

- Presentation using the audio equipment should be limited to a certain period of time and adjust the time of presentation with the neighboring exhibitors.
- The speaker should be set up facing towards the inside of your own booth.
- In case of urgent broadcasting by the show office, please immediately stop using the audio equipment.
- The use of wireless microphone by the exhibitor is prohibited.

Waste Disposal

Each exhibitor is responsible for all waste disposal. The show office has no responsibility of your wastes. All waste from load-in to load-out should be taken care of by the exhibitor.

* Please contact the show office if you wish to use a vendor for waste disposal. We only allow entrance of vendors designated by the venue.

Prohibited Activity inside the Exhibition Hall

Based on fire authorities regulations, the use of naked flame and bringing of dangerous articles are prohibited in the exhibition hall. There will be an inspection from the fire department during the load-in and exhibition period. In case of imperfection of the fire prevention management and the danger prevention management, you may be commanded of improvement or removal.

Prohibited Activities

1. Bringing in, storing and handling of Dangerous articles

■ Dangerous articles indicate as follows and it is prohibited to bring in these items without the permission of fire authorities.

Oil (the Four Kind)

First Kind: Gasoline, Lacquer, Thinner, Alcohol, etc.

Second Kind: Kerosene, Light oil, etc.

Third Kind: Crude petroleum, Lubricant, Diesel fuel oil, etc.

Fourth Kind: Gear oil, Flora and fauna oils, fats, etc.

■ High-Pressure Gas

Compression high pressure gases such as hydrogens and acetylenes.

(Nonflammable is acceptable up to less than 300kg. All combustible gas is prohibited.)

2. Use of Naked Flame

Without the permission of the fire authorities, it is prohibited to use naked flames as follows.

■ Use of Fire Apparatus

It is prohibited to bring in and use heat generating equipment which uses gas, liquid, or solid fuel to generate flames and sparks of fire. Anything exposing the part generating heat is also prohibited.

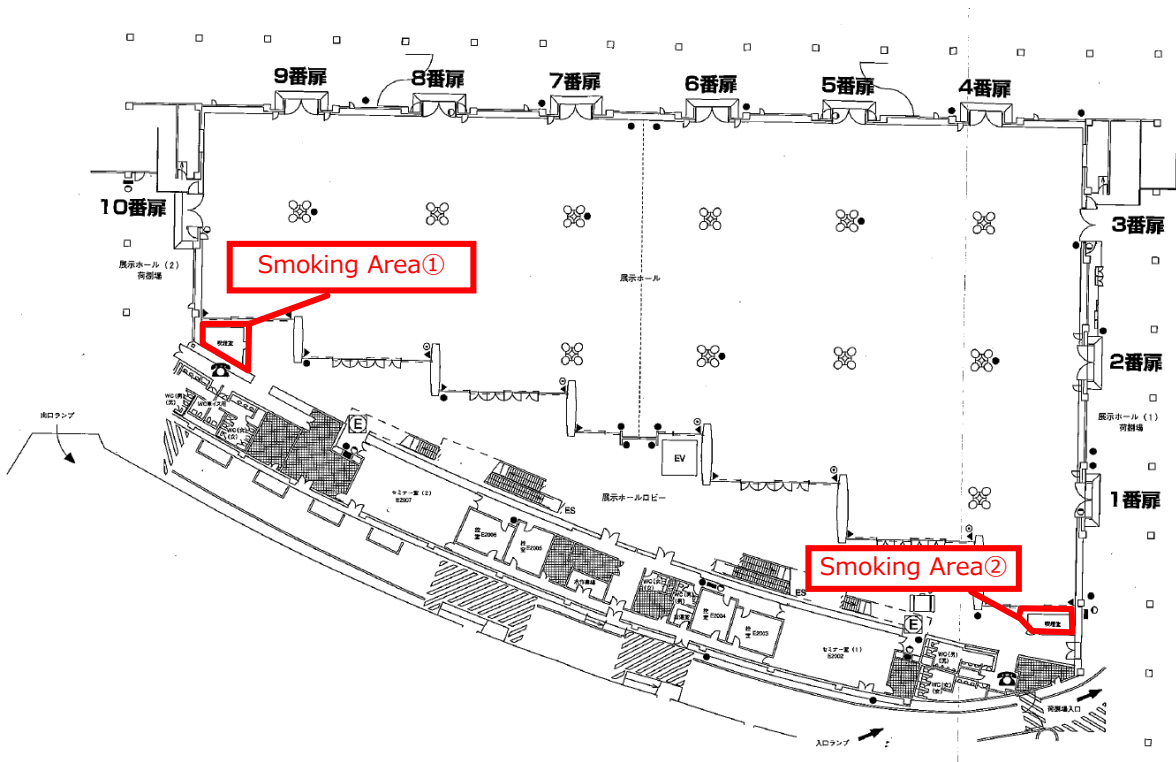
■ Prohibited Electricity generated heat Utensils

• Utensils which you can see the heat generating part turning red hot. (Except for toasters and hair dryers)

• Utensils with risk of an instantaneous ignition (surface temperature of 400°C) in cases where an externally-exposed part that generates heat comes in contact with combustibles.

3. Smoking

Smoking is strictly prohibited in the Hall. Please use the Smoking Area located below.



Safety Regulations

Each exhibitor must follow the regulations below while load in/load out.

1. Wear Helmets and Safety belts

- By venue regulations, all workers must always wear helmets when constructing including high-place work.

2. High-place work

(*High-place work means any work at places higher than 2m according to Labor Safety and Health Regulations.)

- High-place worker must wear helmets and safety-belts.
- Any worker near a high-place work must also wear helmet.
- During high-place work, do not parallel work underneath.
- Fall prevention measures of tools should be applied.

3. Stepladder work

- Moving the ladder while standing on it is prohibited.
- Working on the top board is prohibited.
- Open-stop hinge must be locked at all times.

4. Rolling tower/ Intrepid

- Do not move with person on top.
- Place hand rail around the working floor.
- Use an outrigger when stacking higher than 3 floors.

5. High-place work truck

- By Labor Safety and Health Regulations, the driver must have license from a organization registered under The Director of the Prefectural Bureau.
- Please prevent accidents from moving and hoisting.

6. Stage Rigging

- Do not stand underneath the stage-rigging while hoisting.

7. Safety check based on fire authorities regulation

- Ensure emergency evacuation passage and do not place any obstacles.
- All decorations should have anti-flaming with a fire-proof label.
- Remove anything that might cause sprinkling disorder.
- Refrain from placing any obstacles under the fire door that might cause trouble when closing.
- Do not hide the fire prevention facility, special dispatch facility, and the evacuation guide lamp.
- Make sure that the fall prevention of each exhibit is done properly.
- Tape the wires and pipes to prevent visitors from falling or tipping.

8. Distributing power for electrical construction, lighting equipment, sound equipment

- Electrical worker must carry an electric diploma by the Electrical Constructor Law.
- Always do a mega check (Insulation Resistance measurement) before distributing electricity.
- Be very aware and check for safety when distributing electricity.

9. Keep organized

- Please always keep the working space neat and well organized at all times.
- Do not litter scraps of paper to prevent spreading of fire.
- Do not scatter any nails to prevent injury.

10. Load In/ Load Out at the loading deck

- Maximum height of the vehicle allowed in the loading deck at the second basement is 3.7m.
- Please keep the height regulation at each loading deck for the Hall and conference room.

ad:tech tokyo 2017 Operation, Overall Inquiry

Comexposium Japan K.K.
Person In charge : Natsuko

TEL : +81 (0)3-5414-5430 FAX:+81 (0)3-5414-5431

Mail : adtech@comexposium-jp.com

Address : Keyakizaka Terrace 6F, 6-15-1 Roppongi, Minato-ku, Tokyo, Japan

To exhibitors who wish to have an original booth construction

If you wish to have your booth designed, constructed, produced, operated, or any production please send an inquiry through Other Services Application from the Operation/Booth designing/Produce page. Person in charge will contact you via phone or e-mail.

ad:tech tokyo show office (Comexposium Japan K.K.)

TEL : +81 (0)3-5414-5430 FAX:+81 (0)3-5414-5431

Mail : adtech@comexposium-jp.com

Privacy Policy

All the form and information that you provide us will be used within Comexposium Japan K.K. as well as our official partners for operation. All the information will be managed safely following each company privacy policy.

Inquiry for Privacy Policy

ad:tech tokyo show office (Comexposium Japan K.K.)

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