



INTERNATIONAL TECHNICAL EXHIBITION ON IMAGE TECHNOLOGY AND EQUIPMENT 2023

Guidelines for Exhibitors

Sponsored by
Advanced Communication Media CO., LTD.

Guidelines for Exhibitors

1. OUTLINE

Name of Exhibition	INTERNATIONAL TECHNICAL EXHIBITION ON IMAGE TECHNOLOGY AND EQUIPMENT 2023
Period	December 6 (Wed.) through 8 (Fri.), 10:00a.m.-5:00p.m.
Venue	PACIFICO YOKOHAMA Hall D
Sponsored by	Advanced Communication Media CO., LTD.
Supported	Imaging Association Japan(IAJ) Japan Industrial Imaging Association(JIIA)

2. Exhibit Booth Specifications

● Table Top Booth & Table Top Booth with Designated Light Sources and Lighting Zone

The size of 1 space of “Table-top Booth” and “Light Sources and Lighting Zone” is as follows.
You will find the company nameplate with drawing pins on the table, please hung it inside the booth yourself.

*Table Top Booth corner booths do not have side panels on the aisle side.

If you wish to install them, please contact us.

Please be sure to indicate this on the "Application for Electrical Installation" form.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead. Panel thickness is 35 mm – 38 mm. Maximum load 20 kg.

*The load capacity of the exhibition stand is 50kg.

*There is a space under the table which can be used for storage.

Table-top Booth

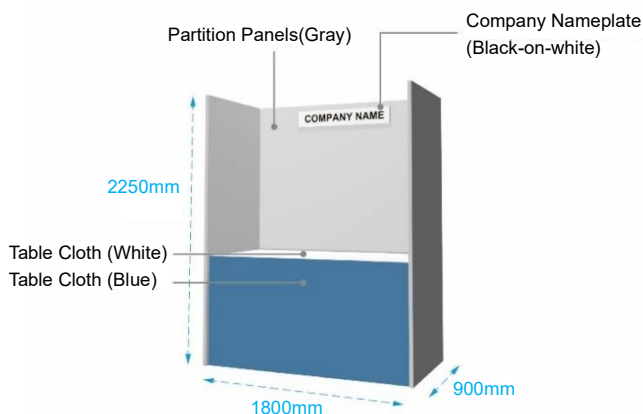
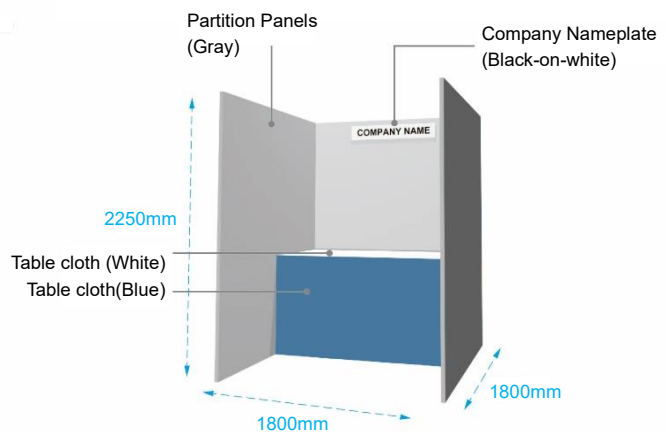


Table Top Booth with Designated Light Sources and Lighting Zone



Guidelines for Exhibitors

● Table-top booth with catalog stand ※1 Limited booth

You will find the company nameplate with drawing pins on the table, please hung it inside the booth yourself

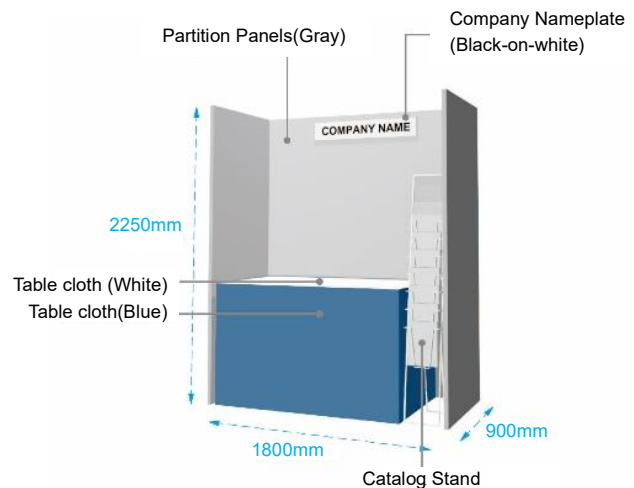
*There are no side panels on the aisle side of corner booths. If you wish to install one, please be sure to indicate so on the "Application for Electrical Installation" form.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead. Panel thickness is 35 mm – 38 mm. Maximum load 20 kg.

*The load capacity of the exhibition stand is 50kg.

*There is a space under the table which can be used for storage.

*The width of the exhibition stand is 1500mm.



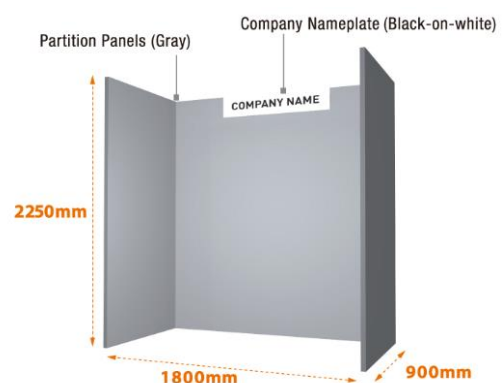
● Trial booth ※Limited to one booth for each new exhibitor at the ITE

You will find the company nameplate, please hung it inside the booth yourself

*There are no side panels on the aisle side of corner booths. If you wish to install one, please be sure to indicate so on the "Application for Electrical Installation" form.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead. Panel thickness is 35 mm – 38 mm. Maximum load 20 kg.

*The exhibition stand, chair, etc. can be optionally rented (charged).



Guidelines for Exhibitors

● Video exhibition booth

Display tools (system panel, display stand, 32-inch monitor, company name board with kanji characters for common use, and business card holder) are included.

*Up to 3 kinds of catalogs, etc. can be placed flat

*on the exhibition stand. (Remaining catalogs, etc. will not be sent back.)

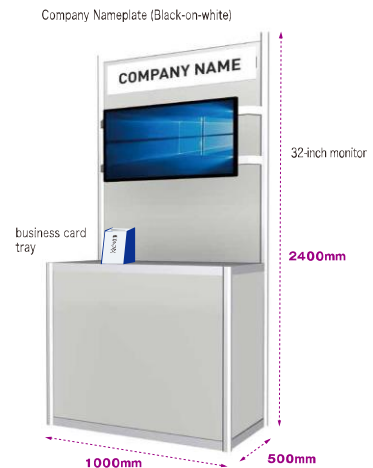
*Products and equipment cannot be exhibited.

*Explanation staff is not allowed to be resident.

PR images to submit

This video will be shown repeatedly during the exhibition.

As well as the PR videos uploaded by exhibitors, the videos will also be posted on the exhibition website for continuous PR activities not only during the exhibition period but also after the exhibition.



[Submission form]

Video specifications : MP4 file (voice recordable), Aspect ratio: 16 : 9, Resolution: 1,920×1,080

*Prepare the video within the duration of up to 5 minutes. (Recommended duration is 2 to 3 minutes suitable for focused viewing.)

*You are requested to submit a video file to the secretariat in advance.

[Data submission deadline]

Nov. 30 (Japan time) Advanced Communication Media Co., Ltd. E-mail: exhibit@adcom-media.co.jp

● Catalog exhibition area

Up to three catalogs can be displayed.

*Up to 3 kinds of catalogs, etc. introducing your company, products and services are allowed to be presented in the visitors' gathering areas so that they can freely take them.

*Remaining catalogs, etc. will not be sent back.

*Catalogs with thickness of 20 mm or more are not acceptable.

*No attendant is allowed to be stationed.

[Data submission deadline]

Must arrive by Dec. 5 (Japan time)

INTERNATIONAL TECHNICAL EXHIBITION ON IMAGE TECHNOLOGY AND EQUIPMENT 2023

c/o Pacifico Yokohama Exhibition Hall D room number D11

1-1-1 Minatomirai, Nishi-ku, Yokohama, Kanagawa, 220-0012, JAPAN

Guidelines for Exhibitors

- The size of 1 space of “Space Only” and “Package Booth” is as follows.

To exhibitors apply for “Space Only” and build custom booth, the size of 1 space is width 3000 mm, depth 3000 mm. Please note that the height of the all booth is 2400 mm.

To exhibitors apply for “Package Booth”, please see below.

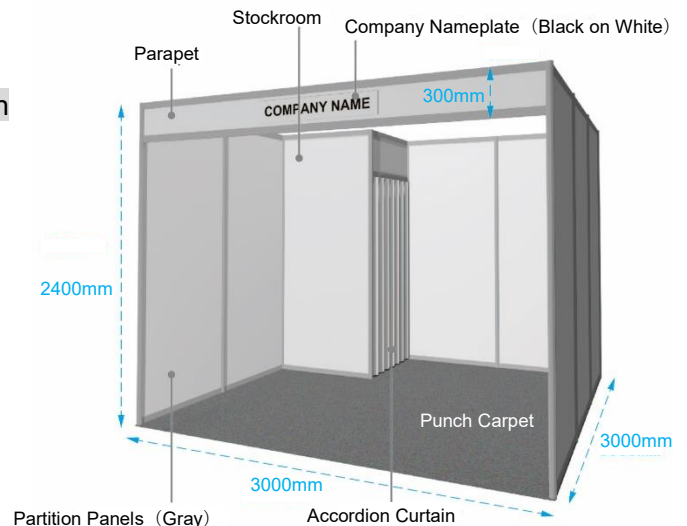
*Stockroom, accordion curtain, punch carpet, company nameplate and partition panels are included in “Package Booth”. If Stockroom, accordion curtain are not necessary, please write the request on a layout plan of "Application Form for the Electrical Works", and submit to the secretariat.

***Nails, Screws, pins, drawing-pins are forbidden to be used on the shell scheme. If you damage the shell scheme, you are billed at cost. <1 panel of the shell scheme costs JPY 9,900>**

*Hanging wallpaper on the panel is also forbidden. It is possible to hang it on wood panel.

*If you put up posters or exhibition panels, please use double sided tape, Velcro, hanging chains for heavy items. Maximum load of 1 panel is 10 kg.

Package Booth



«Prohibited Actions»

1. Demonstrations using a loud speaker.
2. Display outside the booth (in the aisle).
3. Using multiple tap and extension cords
4. Other actions which may disturb other exhibitors.

«Cautions»

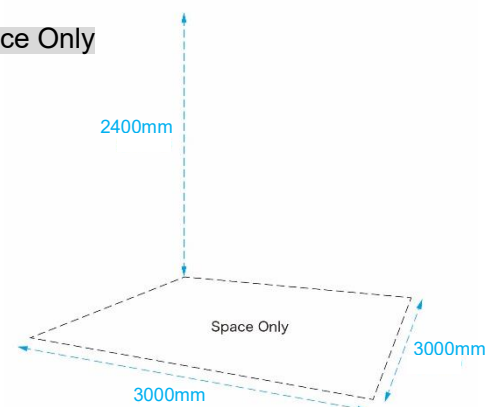
*If you wish to use lighting equipments, like a spotlight, please submit the Application Form for the Electrical Works to the exhibition. It is not accepted to order any additional spotlights on the moving-in day.

*The height of exhibited products may be up to 3300mm (2400mm for decoration) for demonstration booths only.

Please consult with the secretariat in advance after submitting an outline and drawings of the products to be exhibited. However, if the height of the exhibitor's products.

The secretariat reserves the right to refuse an exhibit if it is determined that the exhibit will have an impact on the exhibition.

Space Only



Guidelines for Exhibitors

3. Visitor classification (color-coded visitor ID cards)

Red-Users Green-Manufacturers Yellow-Dealers
Dark blue-Public offices, organizations, schools, others

4. Electricity / Power

There is no free electrical supply for the demonstration of the exhibits. Exhibitors are requested to submit the enclosed "Application Form for the Electrical Works" to ADVANCE Co., Ltd.

Where to Apply: ADVANCE Co., Ltd.

E-mail: gazou@adv-ex.jp Tel: +81-3-3669-2795 Fax: +81-3-3669-2668

Accounts will be settled after the close of exhibition. **【Application deadline: Nov. 2 (Japan time)】**

< Charges for electrical Installations >

●Charges for the electrical works

kW applied x JPY 16,500. (To be charged on 0.1kW basis. Below 1kW will be rounded up to 1kW.)

●Charges for outlet/socket

100V (Without grounding / up to 1.5kW, two outlets) JPY 3,850.

100V (With grounding / up to 1.5kW, two outlets) JPY 4,400.

200V (both single phase and 3-phase) JPY 7,700.

●Charges for a spotlight

Incandescent-lamp color: JPY 3,300 / Daylight color: JPY 5,720

* 1 piece including socket and installation fee

* Please check the box of the color you order on "Application Form for the Electrical Works".

If you do not write it, Incandescent-lamp color spotlight will be installed.

●Power consumption

kW applied x JPY 2,200 (To be charged on 0.1kW basis.)

5. Rental equipment

If exhibitors need rental equipments like catalog stand, exhibition stand, please submit "Application Form for Rental Equipment" to ADVANCE Co., Ltd.

Where to Apply: ADVANCE Co., Ltd.

E-mail: gazou@adv-ex.jp Tel: +81-3-3669-2795 Fax: +81-3-3669-2668

6. Internet connection

If you have applied for the line in advance, you can use it from Dec.5 (Tue.) to Dec.8 (Fri.) until the end of the exhibition.

Guidelines for Exhibitors

7. Moving-in/out Exhibits

Please follow the procedures below for carrying in and out exhibits at the venue.

Construction and decoration of the venue will be carried out on Monday, Dec.4, 2023, so exhibitors will not be able to carry in their exhibits.

Moving-in : Tuesday, Dec. 5, 2023, 9:00 am to 7:00 pm

Moving-out : Friday, Dec. 8, 2023, 5:30 pm to 8:00 pm

- * Exhibitor is required to wear the Exhibitor Badge from moving-in to moving-out in the exhibition hall. Please come and get the badges at the secretariat in the exhibition hall room number "D11" when you arrived at the hall.
- * Everyone can enter the hall on 5th from 9:00am without the Exhibitor Badge.
- * To avoid disturbing others, try to unpack the exhibits near your own booth. The items left on the passages might be treated as waste. There are no storage spaces for the empty boxes, and exhibitors are requested to take back the empty boxes after unpacking. Backyard stock room is a paid option.

●Event Transport

When you send the exhibits, please consign in the following manner:

Exhibitor's Company Name

Booth No.

INTERNATIONAL TECHNICAL EXHIBITION

ON IMAGE TECHNOLOGY AND EQUIPMENT 2023

c/o Pacifico Yokohama Exhibition Hall D

1-1-1 Minatomirai, Nishi-ku, Yokohama, Kanagawa, 220-0012, JAPAN

Please note that all exhibits should arrive on the moving-in date, Dec. 5, Tue.

8. Exhibition Hall and Exhibits Control

The secretariat shall be obliged to ensure the security for inside and outside of the hall, however, the exhibitors are requested to take sufficient measures of their own prevention against any accidents or troubles. The secretariat shall not be liable for the damage caused by burglary, loss, fire and so on. If an accident occur, the exhibitor shall be responsible for the restitution. The exhibitors are recommended to obtain the correct and proper insurance covered against all risks arising from any losses.

Guidelines for Exhibitors

9. Business Center

Many useful services are available at the Business center on the second floor of the exhibition hall and also on the first floor of Conference Center (Charged).

URL: <https://www.pacifico.co.jp/english/service>

Please refer to the services below.

[Exhibition Hall 2F]

Copies, Printouts, Scanning, Self Computer, Binding Service, Lamination, Oversize Copies, Panel, Business Cards, DHL EXPRESS EASY

[Conference Center (Self-service corner)]

Copies, Printouts, Scanning, FAX(Sending)

*Please check the latest status on the WEB

10. Exhibitors reception

We will hold a welcome party for all the exhibitors on 6th Dec. (Wed) at 17:30-19:00 on the first day of the exhibition. Participation is free. We hope all the exhibitors will be able to use this opportunity for exchange between exhibitors.

11. Provision of exhibitor cards

We will give an exhibitor card to each exhibition staff (attendant) of your company who enters to the exhibition site in exchange for business cards.

[From 8:00 to 10:00 a.m.] on Dec. 6 (Wed) to 8 (Fri), a counter for exhibitors will be installed near the entrance of the hall. Please bring your "two business cards" to the counter.

*If you arrive at the exhibition hall after 10:00 a.m., we will give you an exhibition card at the Exhibition Secretariat office.

12. Booth visitor reception system

* Only Japanese systems are supported.

We offer an optional service with which information of booth visitors can be collected and administered by reading QR codes on visitor cards.

This service improves efficiency in complicated processes of information aggregation and list creation during and after the exhibition period and facilitates your follow-up sales activities.

By using this service, you can obtain visitors' information with minimum contact so as not to miss your potential customers.

- A barcode reader is not necessary. The system can be used with a smartphone.
- Visit history can be administered.

(Information of visitors to your booth can be downloaded as a CSV file.)

Check-in time and date can be saved, which is useful when checking later.

- Customer information can be obtained by reading QR codes that visitors have.

[How to apply]

If you need to apply, please apply using attached application form by Mon. Nov. 20.

13. Registration of exhibition highlights and business details

* Only Japanese systems are supported.

You can register highlights of your exhibit and business activities in the company information of the exhibitor list. The registered contents can be modified whenever you need.

The highlight information will be read by many visitors before the Exhibition to collect information in advance, and also enables you to draw attention of people who cannot visit the Exhibition to your business and exhibits during and after the Exhibition. We would appreciate your registration.

Please upload the from the "Exhibition Highlights" page.

<https://www.adcom-media.co.jp/ite/e-reg/>

* Password: bF9AMdQs * Due date: Thu. Dec. 30, 17:00

14. PR video

* Only Japanese systems are supported.

To promote visitors to the Exhibition, the Secretariat will notify people of this event through related media and SNS. We have decided to upload a PR video of each exhibitor showing the exhibits to the exhibitor list page on the website, until the website of ITE2024 is released. The video will enable you to promote your products continuously after the Exhibition. Each exhibitor is kindly requested to prepare and provide a PR video.

Guidelines for Exhibitors

[Requests]

- During the exhibition period, please shoot a video of your booth for 2-3 minutes.
- * The video can freely be composed and edited as long as it shows your booth during the exhibition period.
- * It will be easier for viewers to visualize the contents of your company's exhibition if the video corresponds to the "Exhibition Highlights" that you have registered in advance.
- Please upload the video from the "Exhibition Highlights" page.
<https://www.adcom-media.co.jp/ite/e-reg/>
- * Password: bF9AMdQs
- * Registration begins: Wed. Dec. 6, 2023
- * Due date: Fri. Jan. 12, 2024
- After the exhibition period finishes, we will post the videos sequentially as we receive them.

15. Contact

Advanced Communication Media Co., Ltd.

2-21-27 Hyakunin-cho, Shinjuku-ku, Tokyo 169-0073 JAPAN

Tel: +81-3-3367-0571 Fax: +81-3-3368-1519

E-mail: exhibit@adcom-media.co.jp