



**INTERNATIONAL
TECHNICAL EXHIBITION
ON IMAGE TECHNOLOGY
AND EQUIPMENT
2021**

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 2021
Period	December 1 (Wed.) through 3 (Fri.), 2021 10:00a.m.-5:00p.m.
Venue	PACIFICO YOKOHAMA Hall D
Sponsored by	Advanced Communication Media CO., LTD.
Supported	Imaging Association Japan Japan Industrial Imaging Association AIA

2. Exhibit Booth Specifications

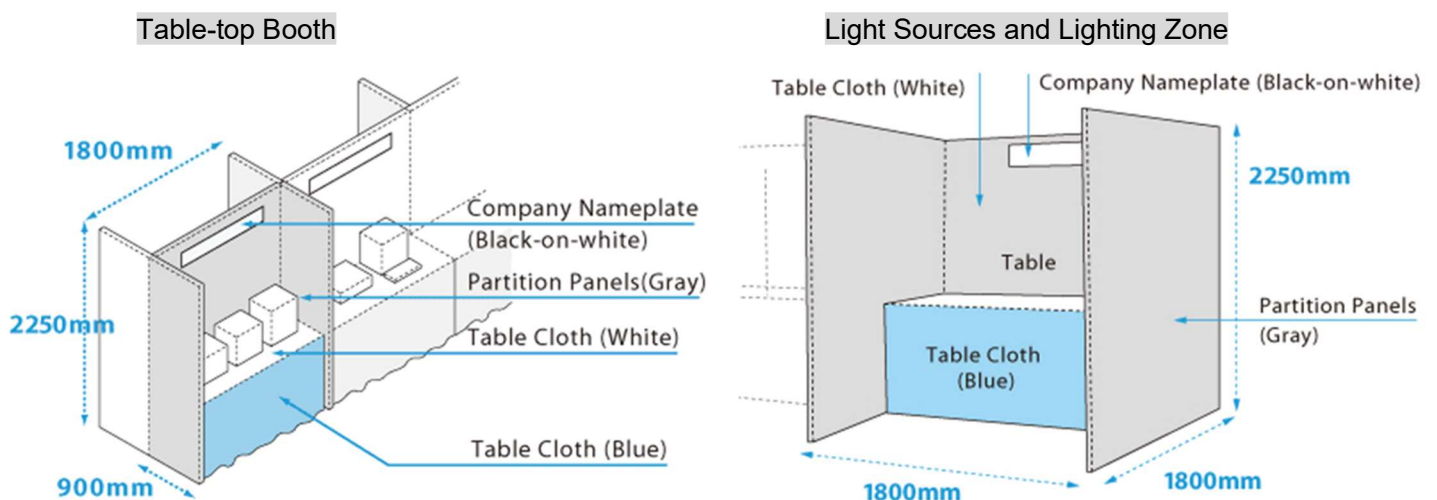
- 1) The size of 1 space of “Table-top Booth” and “Light sources and Lighting Zone” is as follows.
You will find the company nameplate with drawing pins on the table, please hung it inside the booth yourself

*The side panels facing the aisle are removable.

If you do not need the side panel, please fill in the “Application Form for the Electrical Works”.
That way, the side panels will not be installed from the beginning.

*The side panel 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.

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



Guidelines for Exhibitors

2) [Newly installed] Specification drawing

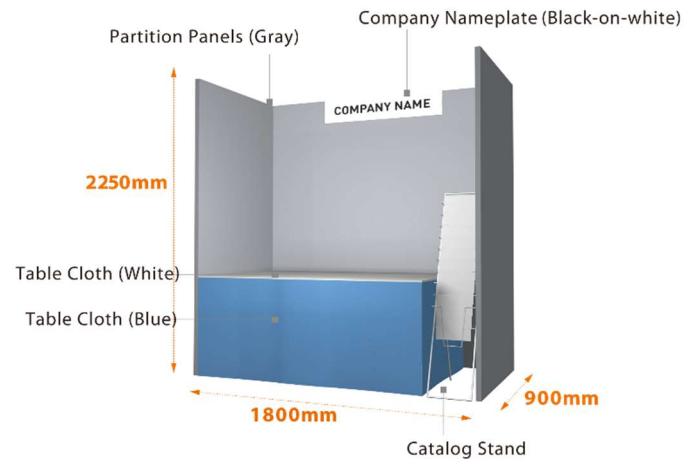
● Table-top booth with catalog stand ※1 Limited booth

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

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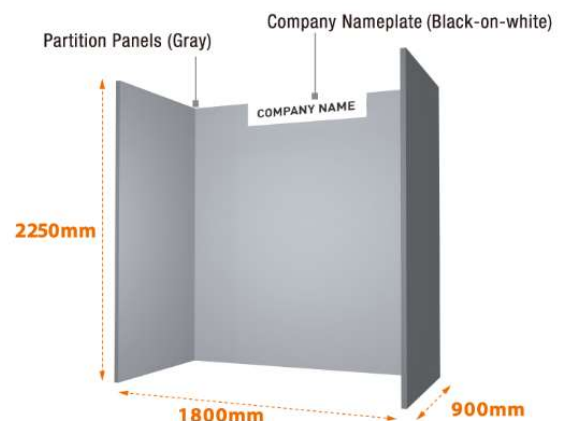
● Trial booth ※Limited to one booth for each new exhibitor at the ITE

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

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



Guidelines for Exhibitors

- Small booth ※ Precision processing and measurement zone, 1 booth only
Company nameplates will be attached to each booth on the day of move-in.
You can not specify the position of the company name plate.

* The 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.

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

*The table cannot be moved.

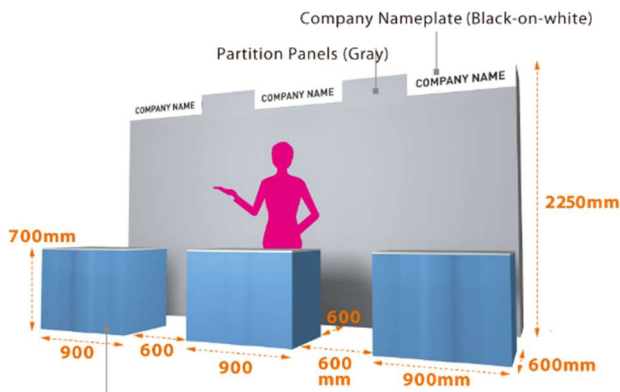


Table : W900xD600xH700 Table Cloth (White / Blue)

● Video exhibition booth

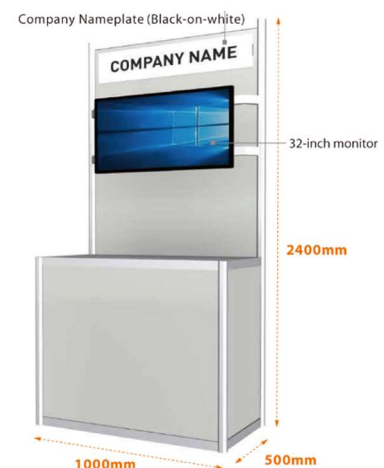
Display tools (system panel, display stand, 32-inch monitor, company name board with kanji characters for common use, and business card holder) are included.

- * 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 but also after the exhibition.



Guidelines for Exhibitors

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

● Catalog exhibition area

Up to 3 kinds of catalogs can be exhibited in the resting area where the visitors gather.

- * Up to 3 kinds of catalogs, etc. outlining your company and introducing your product and service will be exhibited in the resting area so that the visitors 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]

Nov. 18 to Nov. 25 (Japan time)

Advanced Communication Media Co., Ltd.

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

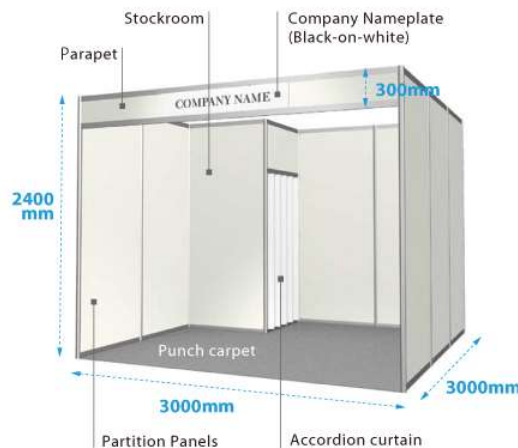
3) The size of 1 space of "Space Only" and "Package Booth" is as follows.

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.
- * **Nail, a screw, a pin, a drawing-pin 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.

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 the secretariat.

Accounts will be settled after the close of exhibition. **【Application deadline: Nov. 5 (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.

Guidelines for Exhibitors

●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 catalogue stand, exhibition stand, please submit “Application Form for Rental Equipment” to ADVANCE Co., Ltd.

Where to Apply: ADVANCE Co., Ltd.

Nihonbashiamacho Park Bldg. 3F, 2-35-4 Nihonbashiamacho,

Chuo,Tokyo,JAPAN 103-007

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 Nov. 30 (Tue.) to Dec. 3 (Fri.) until the end of the exhibition.

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, November 29, 2021, so exhibitors will not be able to carry in their exhibits.

Moving-in : Tuesday, Nov. 30, 2021, 9:00 am to 7:00 pm

Moving-out : Friday, Dec. 3, 2021 5:30 pm-8 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.

* 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.

1) Event Transport

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

Guidelines for Exhibitors

Exhibitor's Company Name**Booth No.**

INTERNATIONAL TECHNICAL EXHIBITION
ON IMAGE TECHNOLOGY AND EQUIPMENT 2021

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, Nov. 30.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.

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: http://www.pacifico.co.jp/english/floorguide/shop_service/shops/bcenter/tabid/520/Default.aspx

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 are afraid we will cancel it this year.

11. 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

Guideline for exhibition (additional instructions)

To hold the ITE2021 safely and securely, we will consult and cooperate with the personnel of the exhibition site, observe the guideline and take COVID-19 infection preventive measures.

We ask all exhibitors to understand the current condition and cooperate with us.

In addition, in response to the current situation, we have planned to install a new zone in the ITE2021. We would sincerely appreciate your cooperation.

● COVID-19 infection preventive measures

- During the exhibition period, including the day the exhibits are carried in (Nov. 30 Tue.), please be sure to take infection preventive measures, such as measuring your body temperature before entering the site every day, sanitizing your hands and always wearing a mask.
- Be sure not to talk in close proximity to others, for a long time or loudly, and be careful with physical contact, such as shaking hands.
- If you find you have a fever or illness, please inform the Exhibition Secretariat.
- If you have symptoms such as a fever, cough, sore throat or taste or smell disorder, or you have travelled internationally in the past two weeks, please refrain from coming to the Exhibition. If you have a fever of 37.5°C or higher, we are not able to grant your entry.
- Be sure to thoroughly disinfect the exhibits, installations and equipment in your booth.
- Ensure that the staff of the cooperative company who carry your exhibits in and out from the site also take the infection preventive measures.
- Please assign a person who administers contact information of participants during the exhibition period, including the day of carrying exhibits in and out, such as the exhibition staff, booth installation and decoration staff, all staff members of the cooperative company and persons in charge of business meetings, and create and keep a list of participants of each day.
- Please register for the COVID-19 Contact-Confirming Application (COCOA) provided by Japan's Ministry of Health, Labor and Welfare.
<https://play.google.com/store/apps/details?id=jp.go.mhlw.covid19radar>
<https://apps.apple.com/jp/app/id1516764458>

- 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, in order to confirm the number of people in the exhibition site and to obtain contact information in case a COVID-19 infected person is found.

[From 8:00 to 10:00 a.m.] on Dec. 1 (Wed) to 3 (Fri), a counter for exhibitors will be installed near the entrance of the site. Please bring your “two business cards” to the counter.

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

- 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.

This year, due to COVID-19, you may not be able to have enough time for business talks with some visitors to avoid crowding in your booth and contact for long time. By using this service, however, 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 let us know by Wed. Nov. 17

Advanced Communication Media Co., Ltd. E-mail: exhibit@adcom-media.co.jp

● 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/>

* Due date: Thu. Nov. 25,

● 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.

In the current situation, however, we often hear that people are forced to refrain from going out and we think the number of visitors can be reduced this year.

Therefore, 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 ITE2022 is released. The video will enables you to promote your products continuously after the Exhibition. Each exhibitor is kindly requested to prepare and provide a PR video.

[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 "Highlights of the Exhibition" that you have registered in advance.

• Please upload the video from the “Exhibition Highlights” page.

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

* Registration begins: Wed. Dec. 1. 2021

* Due date: Tue. Jan. 4. 2022

• After the exhibition period finishes, we will post the videos sequentially as we receive them.