

2022国際ロボット展

INTERNATIONAL ROBOT EXHIBITION 2022

『iREX2022 ONLINE』 Online Exhibition Guide

Online Exhibition Period : Mar.1 (Tue.)→18(Fri.)

2022
International Robot
Exhibition

ロボットがつなぐ人に優しい社会

**Application Deadline
Feb.14 (Mon.) 2022**

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(Online page is currently under construction,
so the images may differ from the actual screen)

Greetings

The International Robot Exhibition was first held in 1974, and it has been held once every two years since then, making this the 24th exhibition. It is highly regarded both in Japan and abroad as one of the largest robot exhibitions in the world. The International Robot Exhibition 2022 is based on the theme of “The Way towards Friendlier Society, bridged by Robots”, and is held with the goal of working towards a society where humans and robots can exist and cooperate together. During the exhibition advanced technologies related to robotics such as AI, ICT, and elemental technologies in addition to the latest robots from Japan and around the world.

In addition, this year's event will be held as a hybrid exhibition (online + onsite), combining the "advantages of online" and "advantages of onsite" to create higher quality matching and business negotiation opportunities.

Japan Robot Association, The Nikkan Kogyo Shimbun

Exhibition Outline

【Online Venue】 - iREX2022 ONLINE

Date : Mar. 1 (Tue.) ~ 18(Fri.) 2022

Admission : Free (Registration Required)

Organizers : Japan Robot Association (JARA), THE NIKKAN KOGYO SHIMBUN

【Onsite】 - iREX2022

Date / Time : Mar. 9 (Thu.) ~ 12 (Sat.) 2022 10:00 ~ 17:00

Venue : Tokyo Big Sight

What is a Hybrid Exhibition?

(Image is for reference only as the actual site is under construction)

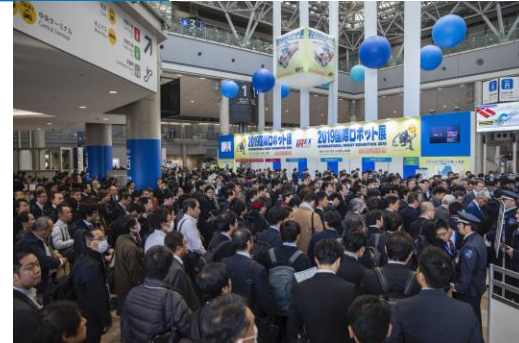
iREX2022 will have what is called a “hybrid exhibition” with both online and onsite.

2022国際ロボット展 INTERNATIONAL ROBOT EXHIBITION 2022



Online

For information on exhibiting fees for the online exhibition, see p. 9.



Onsite

Application has been closed.

iREX2022 will be held as a hybrid exhibition (online + onsite) by making maximum use of our media expertise.

Exhibitors are able to expand sales channels and capture customers through this hybrid exhibition.

Benefits of Exhibiting Online -1

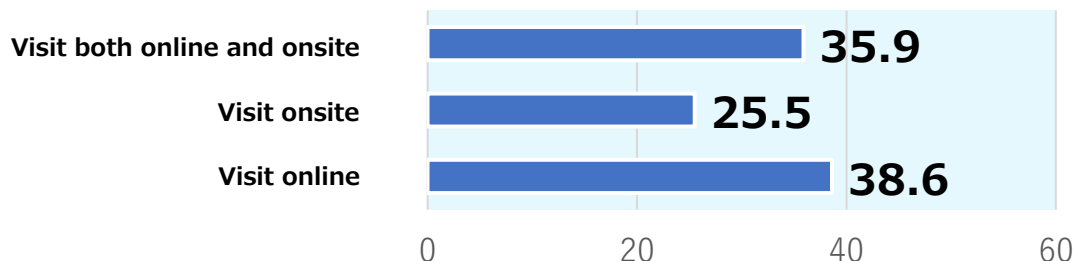
1. Approaching the global market including Japan

iREX attracts more than 100,000 visitors from Japan and overseas every year. Even if you don't have a booth onsite, you can still reach out to visitors from Japan and overseas who are looking for the latest technologies.

This time, since the visitors are likely to be limited to Japan, an online exhibition will be more effective in promoting your products to the whole globe.



Which format of the exhibition are you willing to attend? (Questionnaires by visitors of the online exhibition hosted by THE NIKKAN KOGYO SHIMBUN, LTD. on 2020)



2. Significant reduction in travel and other costs

Online exhibitions are a great alternative for overseas exhibitors that are unable to exhibit onsite due to travel restrictions, etc. It would be a great way to cut costs since there is no need for travel expenses.



3. The contents of the exhibits can be changed during the exhibition.

Exhibitors can edit their online exhibit information at any time and as many times as they like from the exhibitor admin page. Effective dissemination of information will become possible while monitoring the response of visitors such as the status of inquiries.



4. Real-time collection and analysis of booth visitors' data

Exhibitors are able to obtain all visitor information who visit your page.

*Company or organization name, name, TEL, e-mail



Image of Online Exhibition

(Image is for reference only as the actual site is under construction)

The official site, (<https://biz.nikkan.co.jp/eve/irex/>) will have a link button for the online exhibition.

■ iREX2022 official site



Click the button to
the online exhibition
entrance

■ The top page of the online exhibition



Main Page Elements

- Exhibitor search (online / onsite)
- Information on lectures, webinars and seminars
- News
- Visitors' my-page
- Online exhibition entrance
- Information about the onsite
- Exhibitor Admin Page
- Press registration
- FAQs
- Inquiries

We recommend the latest versions of
the following browsers for viewing
the online exhibition

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Safari



Recommended Exhibitor Page

Recommended Exhibitor pages are displayed based on viewing history and responses to a questionnaire filled out when completing entry registration.

Image of Online Exhibitor Page

(Image is for reference only as the actual site is under construction)

■ Top page

■ Search page



View search results and choose a booth to visit

1. Exhibitor search

2. Selection of exhibition

3. Recommended page

■ Online exhibitor page

The pages will be displayed in order of grade.
The same type of pages will be in order of when they applied to participate.



This is the timing when exhibitors can get a log of their page visitors (business card information/industry type).

Exhibitor Page Display Method

Exhibition page can be viewed from any device such as PC, smartphones, and tablets.

See p.7 to learn about exhibitor page functionality.



Online Exhibitor Page Functionality -1

(Image is for reference only as the actual site is under construction)

Exhibitor page has the following functionality as standard equipment.

1. Exhibit (Panels・Video)

Depending on the exhibitor page plan, you can upload 10, 5, or 3 items. The file format is selectable.

※Exhibit items will be uploaded in both Japanese and English pages.

2. Logo and Catch Phrase

Logo and catch phrase can be uploaded from the exhibitor admin page.

3. Form for inquiries and business meeting reservations

This is a form that handles inquiries and business meeting reservations from visitors.



【Form for Inquiries and Business meeting reservations】

お問合せ・商談予約フォーム

出展者との商談をご希望の方は、以下フォームに必要事項を入力いただき送信ボタンを押してください。
お申込み内容が出展者に直接届きます。過って、出展者よりオンライン商談の日程等をご連絡申し上げます。

(注意) 製品・サービスの売り込みや他展示会の勧誘などはご遠慮願います。

※印は必須項目です

※ 社名・団体名

※ 氏 名

部署・役職

※ TEL

※ E-mail

※ E-mail (確認用)

※ 商談方法

※ 商談希望日時① 日付を選んでください 時間帯を選んでください

※ 商談希望日時② 日付を選んでください 時間帯を選んでください

※ 商談希望日時③ 日付を選んでください 時間帯を選んでください

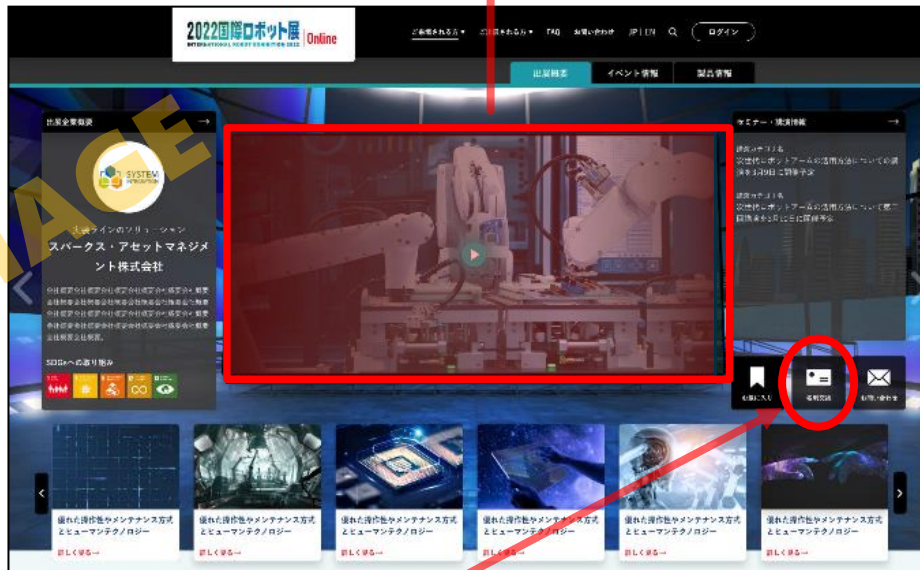
※ 商談内容

入力内容をよく確認のうえ、送信ボタンを押してください。

The number of exhibit items that can be uploaded depends on the plan.

Able to have business meetings with visitors in real time!

By embedding a link such as Zoom in Key Visual, you can communicate with visitors anytime.



Specification changed!

Able to obtain all visitor information who visit your page !!!

Your page visitor information can be acquired in real time

*Company or organization name, name, TEL, e-mail.



Online Exhibiting Fee (Tax included.)

The onsite exhibitor can use online with very good price.

Plan	Online Exhibiting Fee (Exhibitors applied for Onsite)	Online Exhibiting Fee (Online Only)	display	Logs • Business Card Information	Business Card Exchange Offer	Visitor Logs for each item	Customized questionnaires	Displaying as recommended Exhibits	webinar	Archive Streaming
A	JPY 495,000	JPY 1,100,000	10 Items	○	○	○	○	○	1 Slot	1 Slot
B	JPY 308,000	JPY 550,000	5 items	○	○	○	○	Paid	Paid	Paid
Basic Plan										
C	JPY 132,000	JPY 363,000	3 items	○	○	Paid	Paid	Paid	Paid	Paid
Onsite Only			Simple	×	×	×	×	×	×	×

Refer to the next page and onwards for details of the above yellow boxes.

Options (Paid)

The following options are available in order to make the online venue even more effective.

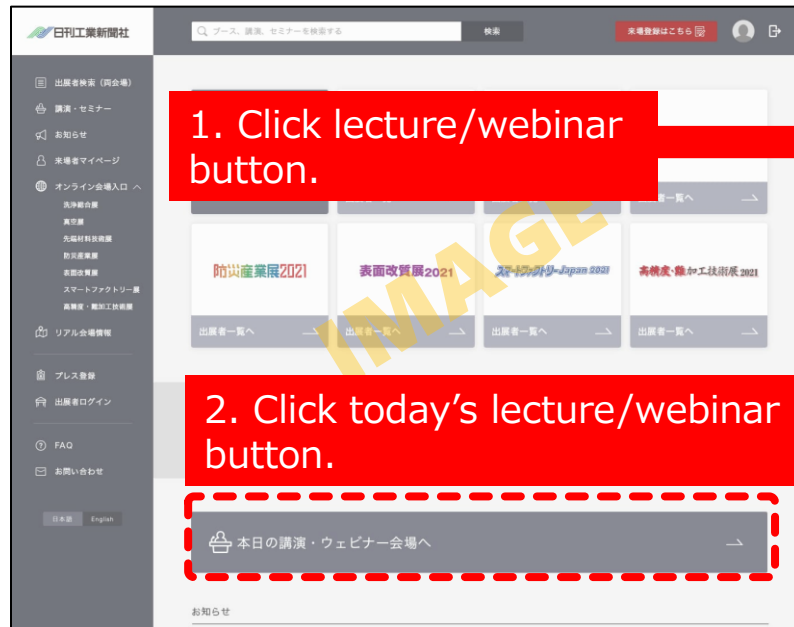
Menu	A	B	C	Additional Fee	Details
Visitor Logs for each item	<input type="radio"/>	<input type="radio"/>	Paid	JPY 110,000	You can get visitor logs for each exhibit item.
Customized questionnaires	<input type="radio"/>	<input type="radio"/>	Paid	JPY 110,000	A questionnaire page will be popped up when the visitor leaves your page. - Responding is not mandatory so people can leave without responding. - Questionnaire content can be written on the exhibitor admin page. - Responses can be viewed from the exhibitor admin page.
Displaying as recommended Exhibits	<input type="radio"/>	Paid	Paid	JPY 110,000	Your exhibitor page will be displayed as Recommendation company when searching for exhibitors. Location: Top page, search results, etc."
Webinar	1 Slot	Paid	Paid	JPY 165,000 (1 Slot)	Use the webinar framework to promote products, technologies, services, and so on. (See P.11)
Archive Streaming	<input type="radio"/>	Paid	Paid	JPY 55,000 (1 Streaming)	Video recording of the webinar can be archived after the exhibition. (See P.12) *Archive Type is only available to exhibitors who have applied for Exhibitor Webinar. Archive streaming only is not available.

Exhibitor Webinar (Paid)

(The image is only reference as the actual site is under construction.)

At the online lecture/webinar venue, exhibitors can use the webinar framework to promote products, technologies, services, and so on.

Image of the lecture/webinar page.



Exhibitors are requested to provide their own webinar streaming tool (only Zoom Webinar/Teams/YouTube are supported). The URL will be posted as a link.



Reminder Functionality

Visitors can register webinars they like in advance and receive a reminder before the webinar begins.



Exhibitor Webinar Time Slot/ Operation Fee (Tax included.)

Exhibitor Webinar (1 slot: 40 min.)

Operation
Fee

[1 slot] JPY 165,000 *Max 3 slots

**It embraces the number of slots included in Plan A.*

**first-come
basis**

**Mar. 9 (Wed.)-Mar.12 (Sat.)
iREX2022 Onsite exhibition**

Time	Mar.8(Tue.)	Mar.9(Wed.)	Mar.10(Thu.)	Mar.11(Fri.)	Mar.12(Sat.)
9:30-10:10	E-33	F-41	G-49	H-57	I-65
10:30-11:10	E-34	F-42	G-50	H-58	I-66
11:30-12:10	E-35	F-43	G-51	H-59	I-67
12:30-13:10	E-36	F-44	G-52	H-60	I-68
13:30-14:10	E-37	F-45	G-53	H-61	I-69
14:30-15:10	E-38	F-46	G-54	H-62	I-70
15:30-16:10	E-39	F-47	G-55	H-63	I-71
16:30-17:10	E-40	F-48	G-56	H-64	I-72

*Exhibitors are requested to provide their own streaming tool (only Zoom Webinar/Teams/YouTube are supported). The URL will be posted as a link.

*It is possible to livestream an exhibitor seminar held at the onsite. Ask the secretariat about operation fees.

*You can also apply for the archive streaming below.

*It is also possible to stream pre-recorded video.

Archive Streaming (period: 10:00 on Mar. 14 (Mon.) to 18:00 on Mar. 18 (Fri.))

Operation
Fee

**[1 streaming]
JPY 55,000**

During the archive streaming period, visitors can view it anytime.

**Archive Type is only available to those who have applied Exhibitor Webinar. Archive Streaming only is not available.*

3/14 Mon.	3/15 Tue.	3/16 Wed.	3/17 Thu.	3/18 Fri.
archive streaming period				

*For archive streaming, please submit MP4 data (capacity: 1.5G or less) OR the embedded URL link of YouTube.

Notice About Exhibitor Webinars

The following services are available to attract visitors to exhibitor webinars. (Included in operation fee)

| Notice on the official website |



Information about exhibitor webinars will be posted on the official website.

-Scheduled to begin in February.

| Information included in the e-mail newsletter |



The e-mail newsletter sent by the secretariat to promote the event will include information about exhibitor webinars.

| Notice in newspapers |

THE NIKKAN KOGYO SHIMBUN ads will include information about exhibitor webinars.

| Reminder notifications for people who pre-register |

Information about exhibitor webinars will be included in reminder e-mails sent to people who pre-register for the hybrid exhibition.

-Notification tools have limits to the amount of information that can be listed. Thank you in advance for your understanding.

Exhibitor Admin Page Functionality (Standard Equipment)

1. Exhibitor page information text editing functionality
2. Page visitor information (company and department names) and exchanging business cards information (business card information)
3. Exhibitor webinar viewer information (business card information) (Applicants only)
4. Download exhibit manual, application forms, etc. (Some functions only available to onsite exhibitors)

(Business card information refers to information visitors enter when registering to enter the event. Thank you in advance for your understanding.)

Strategies to Attract Visitors to the Online Exhibition -1

(The image is only reference as the actual site is under construction.)

We will use paper and online media to attract visitors to the online venue.



Invitation Card



Attract customers with invitation cards that contain information about both online and onsite exhibitions. We will also send out direct marketing to attendees of past exhibitions.

Articles and advertising in paper media

The Nikkan Kogyo Shimbun's newspaper, magazines, and newsletters will contain articles and advertisements to attract visitors, and guide visitors to the online exhibition.



We will attract visitors by using a paper media approach to access users accustomed to paper media!

E-mail Messaging

Visitor information e-mails will be sent periodically from around January.

The messages will tell how to register in advance, advertise exhibitor webinars and lectures, and encourage people to visit the online venue.

The e-mails recipients will be past attendees of previous exhibitions, as well as people in charge of manufacturing and production sites selected from the Nikkan Kogyo Shimbun database.

■ The other possible messaging destinations

- The Nikkan Kogyo Shimbun Online Edition members
- The books buyers of THE NIKKAN KOGYO SHIMBUN, LTD.
- MONODZUKURI Nippon Conference members
- Association of Industrialists Club (cross-industrial association) members
- Newswitch members
- The Nikkan Kogyo Shimbun e-newsletter readers
- The related entities members
- ...etc.



Diverse public relations campaign

We will publicize to make people both at home and abroad who are not able to come to the onsite, to visit online event using the media besides Nikkan Kogyo Shimbun . Besides, we will work together to publicize with many supported and cooperated organizations including various organizations related with robots.

Web media articles, advertising / various social media services

The Nikkan Kogyo Shimbun web media (Online Edition/ Newswitch /ONLINE) will carry related articles, banner ads, and text links, promoting access to the online venue.



[Newswitch]
Monthly PV : 4,000,000
Unique users : 2,000,000

Various social media services will also be used to promote the online venue.



We will attract visitors by using a web media approach to access users accustomed to web media!

Strategies to Attract Visitors to the Online Exhibition -3

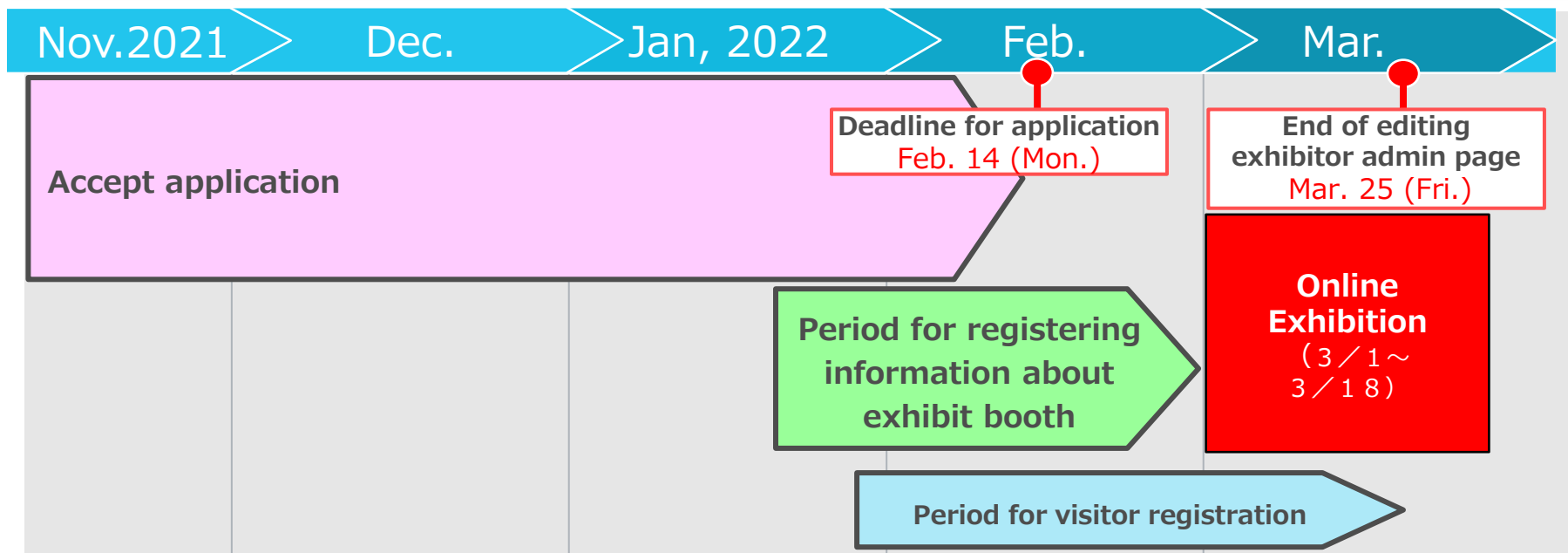
Measures to attract visitors onsite (tentative)

- Create promotion area for the online venue
- Place billboards -Distribute flyers
- Include information about it in the handy guide (venue map)
- Announce it on the lecture stage etc.



We can improve attendance by attracting the non-online demographic (people who don't usually go online) to the online exhibition from onsite. These are things that can only be accomplished with a hybrid exhibition.

Online Exhibition – Overall Schedule



Services for Online Event Exhibitors

(The image is only reference as the actual site is under construction)

We will provide the following services in advance of and during the event period.

We will provide invitation cards and posters

We will provide invitation cards and posters with information about the hybrid exhibition.



Post preview on the news paper

We will introduce your planned exhibition items etc. on Nikkan Kogyo Shimbun. ***limited quantity**



E-mail newsletter template for inviting visitors

We will provide a template to inform the exhibition in advance of and during the event period.



Virtual background for online meetings

We will provide a virtual background that contains the exhibition's name. Use it as a PR tool.



We will provide a hybrid exhibition banner

Use this on your company's website to promote access.



Exhibitors of hybrid exhibition (online and onsite) can also access the following service!

We will provide signs to display in the onsite booth to guide visitors to the online page.

Application Procedures

1. Application form can be downloaded from the official website.
2. After filling out the application form, send it as an e-mail attachment to the exhibition secretariat listed at the bottom of this page.

◆ **official website (posted on the middle of top page)**

<https://biz.nikkan.co.jp/eve/irex/english/>

Online Exhibition Rules and Regulations , Cancellation fee

Please be sure to read the attached “Online Venue Rules and Regulations” and apply only after agreeing to the regulations. Cancellation fees will be charged as follows. The secretariat will issue an invoice after receipt of an application form. Please be sure to make payment by Feb. 28 (Mon.), 2022.

–Remittance fees are to be paid by the exhibitor.

- | | |
|--|-------------------------------|
| ◎ From application day to Dec. 13 (Mon.) | – 50% of the application fee |
| ◎ Dec. 14 (Tue.) and onwards | – 100% of the application fee |
- (Application fee includes exhibition fee, webinar operation fee and various option fees.)

Submission Deadline

Feb. 14 (Mon.), 2022

*Exhibitor name will be on the invitation if you submit the application form by Dec. 22 (Wed.).

Inquiry・Contact

iREX2022 Secretariat (Event Division, The Nikkan Kogyo Shimbun)

Person in charge : (Ms. Fukiishi)

E-mail : irex@media.nikkan.co.jp