ONLINE EXHIBITION MENU GUIDE

【Online Exhibition Period】 October 12 (Wed.) ~ 28(Fri.), 2022

P1 Greetings／Exhibition Outline
P2 Benefits of ONLINE Exhibiting
P5 Transition to 7 exhibition joint site from each official website
P6 Transition to Online Booth from Top page
P7 Description of Online Booth Standard Features
P8 ONLINE Menu Fee／Additional Functionality (Paid)
P9 Exhibitor Webinar (Paid)

P10 Exhibitor Webinar Time Slot・Fee
P11 Attract Visitors to the Online Venue
P13 ONLINE Overall Schedule
P14 Apply to Exhibit Online／Rules＆Regulations・Cancellation Fee／Deadline
Greetings

This year's events 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.

Online booths enable exhibitors to acquire business card information and booth activity histories, making it possible to measure the level of interest in exhibits in a tangible way, while on-site real booths enable direct business discussions with visitors through actual exhibiting products. The Nikkan Kogyo Shimbun will utilize its media strengths to publicize the exhibition and mobilize visitors through newspapers, various magazines, electronic editions, Newswitch, and other media. We sincerely look forward to your participation.

The Nikkan Kogyo Shimbun

Exhibition Outline

**[ONLINE] Date:** Oct.12 (Wed.) ～ Oct. 28 (Fri.) ※Oct. 28 (Fri.) until 17:00  
**Admission:** Free (Registration required)

**[ONSITE]** Date: Oct.19(Wed.) ～ Oct.21(Fri.) 10:00～17:00  
Venue: Tokyo Big Sight, West Hall  
Admission: JPY 1,000 (Tax included.) ※Free for pre-registrants, Under 16 years old.
Benefits of ONLINE Exhibiting

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

Visitor information can be acquired in real time.
※Information includes company or organization name, Name, TEL, E-mail address

2. Approaching the global market and different visitor demographics

Even if you don't have a booth at a real venue, you can still reach out to visitors from Japan and overseas who are looking for the latest technologies. Online exhibition will be more effective in promoting your products to the whole globe.

Since online and on-site visitor demographics are partly different, a combined online and on-site exhibit can reach a wider range of visitors and prevent potential customers from being left out.

3. Significant reduction in travel and other costs

Online exhibitions are a great alternative for overseas exhibitors that are unable to exhibit at real venues due to travel restrictions, etc. It would be a great way to cut costs since there is no need for travel expenses.
Benefits of ONLINE Exhibiting ②

4. 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.

5. 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

(From the online visitor survey for the 2021 exhibition)
Q. About future visits when the exhibition is held both onsite and online

Approx. 70% of visitors answered that they utilize online exhibition to gather information!
How to utilize Hybrid ①

Online booth visitor information can be obtained from the exhibitor's site, allowing exhibitors to send out information on actual exhibits, demonstrations, seminars, etc. at the on-site venue to online booth visitors prior to the real event!

How to utilize Hybrid ②

Special offers for real booth visitors (novelty gifts, etc.) can be posted on the online booth to attract visitors to the onsite booth! Also, online booth exclusive contents will be introduced to the visitors onsite.

Benefits of ONLINE Exhibiting ③

Hybrid exhibiting is a great way to increase the effectiveness of your exhibit at Onsite and connect with new customers Online! Fully utilize the characteristics of Online and Onsite exhibitions to realize high quality business matching.

Producing mutual visitor movement!
Transition to 7 exhibition joint site from each official website

※Images are for illustrative purposes only. It may differ from the actual screen.

Each official site will have a link button for the online exhibition site for 7 exhibitions.

**Exhibition Official Website**

Transition to 7 Exhibition Joint Site

**Main Page Elements**

- Exhibitor search (online / onsite)
- Information on lectures, webinars and seminars
- News
- Visitors’ My-page
- Onsite exhibition information
- Exhibitor Admin Page
- Press registration
- FAQs
- Inquiries

**Top Page of 7 Exhibition Joint Site**

**Recommended Exhibitor Page**

Recommended Exhibitor pages are displayed based on viewing history and responses to a questionnaire.

**Response to English Page**

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Safari

※Internet Explorer(IE) is not supported.
Transition to Online Booth from Top page

1. Exhibitor search
   View search results and choose a booth to visit

2. Exhibitor List

3. Recommended page

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

Exhibitor Page Display
Exhibitor page can be viewed from any device such as PC, smartphones, and tablets.

[Log Information]
- Company Name
- Address
- Dept.
- Name
- TEL
- E-mail
- Industry

※ Upload the CSV file from exhibitor my page.
**Description of Online Booth Standard Features**

*Images are for illustrative purposes only. It may differ from the actual screen.*

1. **Main Visual**
   Video can be embedded or URL link to an external site.

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

3. **Form for inquiries and business meeting reservations**

4. **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.

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【Inquiry・Business Meeting Reservation Form】

【Pop-up Screen】
Pop-up screen will appear by clicking on ④. A pop-up screen will appear. Video clips, images, text, and downloadable materials can be posted.

Recommended data formats: JPEG, PNG, PDF

Specifications for data format and size will be provided in the operation manual.
### ONLINE Menu Fee / Additional Functionality (Paid)

- **Very reasonable price for onsite venue exhibitors!**

<table>
<thead>
<tr>
<th>No. of Exhibiting items</th>
<th>Applied ONSITE booth (Tax Included.)</th>
<th>Only applied for ONLINE booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 items</td>
<td>JPY 55,000</td>
<td>JPY 385,000</td>
</tr>
<tr>
<td>5 items</td>
<td>JPY 88,000</td>
<td>JPY 550,000</td>
</tr>
</tbody>
</table>

- Fees for additional functions are as follows.

<table>
<thead>
<tr>
<th>Item</th>
<th>Fee (incl.tax)</th>
<th>Detailed Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed Visitor Logs for each exhibit</td>
<td>JPY 110,000</td>
<td>You can get visitor logs for each exhibit item and main visual.</td>
</tr>
</tbody>
</table>
| Create / Display Questionnaires          | JPY 55,000     | Questionnaires functions are as follows  
  - Creation of questionnaires and viewing of responses on the exhibitors My Site.  
  - Providing the URL of the survey page  
    ※Promoting post-questionnaire surveys is also possible.  
  - Changing the text on the survey button  
    ※When a visitor presses the exit /questionnaire button in the exhibition booth, the response screen will be displayed (Also, visitors can leave the booth even if they do not respond to the questionnaires.) |
| Google Analytics® Results displayed on Exhibitor Site | JPY 55,000 | Google Analytics® (a tool for collecting and analyzing access to web pages) will be embedded in the booth, and the analysis screen can be viewed on Exhibitor My Site. Please refer to the following report image for the contents of the analysis.  
  ※Google Analytics® account will be set up by the secretariat.  
  ※Original custom report creation will incur additional costs. |
| Webinar/Archive                          | P.9～10        | Please refer to P9/10 for detailed information.                                                                                                                                                                        |
Exhibitor Webinar (Paid)

Moving from the top page to the lecture/webinar venue.

① Click lecture/webinar button

② Click today’s lecture/webinar button.

Reminder Functionality
Visitors can register favorite webinars in advance and receive a reminder before the webinar begins.

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

※ Images are for illustrative purposes only. It may differ from the actual screen.
**Exhibitor Webinar Time Slot • Fee**

**Exhibitor Webinar (1 slot: 40 min.)**

First-come, first-served basis, including concurrent exhibitions. Please apply well in advance!

**Fee (Tax included.)**

- **1 Slot** JPY 110,000
- **2 Slot ~** JPY 55,000 / per 1 slot

**ONSITE Exhibition @ Tokyo Big Sight**

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-11:10</td>
<td>A-1</td>
<td>B-8</td>
<td>C-15</td>
<td>D-22</td>
<td>E-29</td>
<td>F-36</td>
<td>G-43</td>
<td>H-50</td>
</tr>
<tr>
<td>11:30-12:10</td>
<td>A-2</td>
<td>B-9</td>
<td>C-16</td>
<td>D-23</td>
<td>E-30</td>
<td>F-37</td>
<td>G-44</td>
<td>H-51</td>
</tr>
<tr>
<td>12:30-13:10</td>
<td>A-3</td>
<td>B-10</td>
<td>C-17</td>
<td>D-24</td>
<td>E-31</td>
<td>F-38</td>
<td>G-45</td>
<td>H-52</td>
</tr>
<tr>
<td>14:30-15:10</td>
<td>A-5</td>
<td>B-12</td>
<td>C-19</td>
<td>D-26</td>
<td>E-33</td>
<td>F-40</td>
<td>G-47</td>
<td>H-54</td>
</tr>
<tr>
<td>15:30-16:10</td>
<td>A-6</td>
<td>B-13</td>
<td>C-20</td>
<td>D-27</td>
<td>E-34</td>
<td>F-41</td>
<td>G-48</td>
<td>H-55</td>
</tr>
<tr>
<td>16:30-17:10</td>
<td>A-7</td>
<td>B-14</td>
<td>C-21</td>
<td>D-28</td>
<td>E-35</td>
<td>F-42</td>
<td>G-49</td>
<td>H-56</td>
</tr>
</tbody>
</table>

**Archive Streaming (Period: 10:00 am on Oct.24 (Mon.) to 5:00 pm on Oct.28 (Fri.) )**

During the archive streaming period, visitors can view anytime.

*Archive Type is only available to those who have applied
①Online Exhibition (menu) and ②Webinar.
Archive Streaming only is not available.

**Fee (Tax Included.)**

- **1 Streaming** JPY 33,000

Archived videos are to be uploaded to a YouTube channel owned by the exhibitor and set up with a URL link.

※It can be uploaded to the Nikkan Kogyo Shimbun YouTube account if you do not have your own YouTube account. Please provide streaming data saved as MP4 data (capacity: 1.5G or less).
Invitations with both online and on-site information will be prepared to attract visitors. The organizer will also send DMs to previous visitors.

Attract visitors through articles and advertisements in newspapers, magazines, and information magazines published by The Nikkan Kogyo Shimbun and lead them to the online venue.

Attract visitors by using a **print media approach**
Attract Visitors to the Online Venue -②

E-mail Distribution

E-mails will be sent periodically from September. Information includes pre-registration, exhibitor webinars and lectures, and encourage people to visit the online venue. The e-mails will be sent to approximately **200,000** past attendees of previous exhibitions, as well as people in charge of manufacturing and production sites selected from The Nikkan Kogyo Shimbun database.

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.

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

PR through various supporting organizations

The Nikkan Kogyo Shimbun will work together to publicize with many supported and cooperated organizations including various organizations.

Attract visitors by using a **web media approach**
**Attract Visitors to the Online Venue -③**

Plans to attract visitors onsite (tentative)

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

**ONLINE Overall Schedule**

<table>
<thead>
<tr>
<th>May</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="accept_application.png" alt="Accept Application" /></td>
<td><img src="deadlines.png" alt="1st Deadline 17 Aug.(Wed) ※1" /></td>
<td><img src="registration.png" alt="registering information about exhibit booth" /></td>
<td><img src="exhibition.png" alt="ONLINE Exhibition (Oct.12 ~ Oct. 28)" /></td>
<td><img src="end_of_browsing.png" alt="End of browsing exhibitor-exclusive site" /></td>
</tr>
</tbody>
</table>

※1 Deadline for publication of company/organization name on invitation card

If you apply after August 18, your company or organization name will not be able to appear in some publicity or printed materials. Please understand this in advance.
Apply to Exhibit Online / Rules & Regulations • Cancellation Fee / Deadline

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.

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 an application form. Please be sure to make payment within 1 month from the date on invoice.

- Remittance fees are to be paid by the exhibitor.
  ◎ From application day to Aug.17 (Wed.) – 50% of the application fee
  ◎ Aug. 18 (Thu.) and onwards – 100% of the application fee
  (Application fee includes exhibition fee, webinar operation fee and various option fees.)

Application Deadline

Deadline: Sep.30 (Fri.)

Application・Inquiry

THE NIKKAN KOGYO SHIMBUN
E-mail: autumnfair@nikkan.tech