

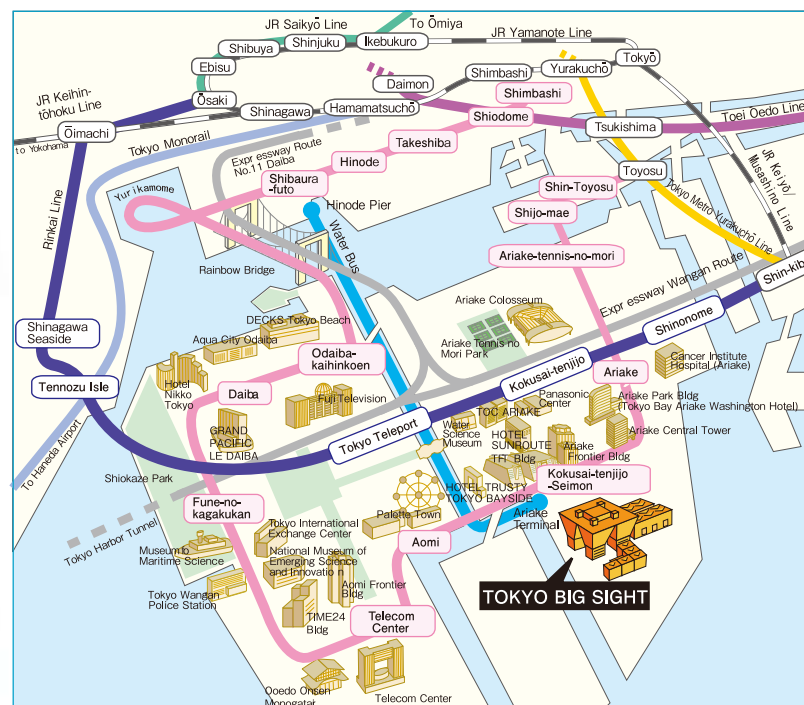
## Exhibition Schedule

February 28 (Thu.)	<b>Application Deadline</b>
Early April	Exhibitor Orientation Session
Late April	Notifications Submission Deadline
May 27 (Mon.) to 28 (Tue.)	Delivery and Construction
May 29 (Wed.) to 31 (Fri.)	Final Day of Exhibition (Removal within the day after exhibition)

## Exhibitor Orientation Session

The exhibitor orientation session is scheduled for early April, 2013. In the exhibitor orientation session, booth allocation is announced, and the codes for delivery/removal, decoration, fire/accident prevention, electric work, and precautions are explained in the Exhibitor Manual.

## ACCESS



- Rinkai line**  
 Seven-minute walk from Kokusai-Tenjijo Station Osaki Station (JR) ← 13 min. → **Kokusai-Tenjijo Station** ← 5 min.  
 → Shin-Kiba Station (JR, Subway) ※JR Saikyo-line direct service (from Osaki to Shinjuku/Omiya)
- Yurikamome**  
 Right beside Kokusai-Tenjijo-Seimon Station Shimbashi Station (JR, Subways) ← 22 min. → **Kokusai-Tenjijo Seimon Station**  
 Toyosu Station (Subway) ← 8 min. → **Kokusai-Tenjijo Seimon Station**
- Shuttle bus (Toei bus)**  
 Tokyo Station (Yaesu Exit) ← 35 min. → **Tokyo Big Sight**  
 Monzen-Nakacho Station (Subway) ← 30 min. → **Tokyo Big Sight**  
 Hamamatsucho Station ← 30 min. → **Tokyo Big Sight**
- Sea bus (water bus)**  
 Hinode Pier (seven-minute walk from JR Hamamatsucho Station) ← 20 min. → **Ariake Ferry Terminal (Right beside the terminal)**

## Application for Exhibition / Contact information

Smart Community Japan 2013 Organizing Office: at Event Division,  
 Operations Center, Nikkan Kogyo Shimbun Ltd.  
 14-1, Nihonbashi Koami-cho, Chuo-ku, Tokyo 103-8548 Japan  
 TEL : +81-3-5644-7221 FAX : +81-3-5641-8321  
 E-mail : j-event@media.nikkan.co.jp URL : <http://www.nikkan.co.jp/eve/smart/>

The Exhibition of "Smart Grid" and "Smart Community"

# Smart Community Japan 2013

Smart Community Exhibition

Smart Grid Exhibition

Next Generation Vehicle Exhibition

Plant Factory & Smart Agriculture Exhibition

Biomass Expo

## Guideline and Application for Exhibitors

Date:

**May 29 (Wed.) - 31 (Fri.), 2013** 10:00~17:00

Venue:

**Tokyo Big Sight (Japan) East hall**

Organized by:

**Nikkan Kogyo Shimbun, Ltd.** (Business & Technology Daily News)

URL:

**[www.nikkan.co.jp/eve/smart/](http://www.nikkan.co.jp/eve/smart/)**



# Smart Community Japan 2013

## Event Overview

### General Information

- Name** Smart Community Japan 2013  
**Components** Smart Community Exhibition, Smart Grid Exhibition, Next Generation Vehicle Exhibition, Plant Factory & Smart Agriculture Exhibition, Biomass Expo  
(Organizer: Biomass Expo Executive Committee Co-organizer: Sun-Based Economy Association, Nikkan Kogyo Shimbun)  
**Date** May 29 (Wed) - 31 (Fri), 2013  
**Time** 10:00~17:00  
**Venue** Tokyo International Exhibition Center (Tokyo Big Sight), East Hall  
**Organizer** Nikkan Kogyo Shimbun  
**Entry fee** Free of charge (registration required)

### Sponsors

Cabinet Office, Ministry of Internal Affairs and Communications, Ministry of Agriculture, Forestry and Fisheries, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment (Scheduled to apply)

### Components of Smart Community Japan 2013

## Smart Community Japan 2013

### Features

Smart Grid Exhibition

Next Generation Vehicle Exhibition

Plant Factory & Smart Agriculture Exhibition

Biomass Expo

Smart Community Exhibition



## “A New Look” Event Concept for Smart Community Japan

### Presenting vision of hope for environmental and energy problems!

Amidst advancements in technological development aiming for the realization of a low-carbon society, we will gather renewable energy utilization and the latest energy conservation technologies under the one roof with the objective to be an exhibition that can provide total energy solutions!

### Proposing the Future of Urban Development!

With energy networks that aim to make smart communities a reality as foundation, we propose directives that future public infrastructure and social systems should aim for!

### Envisioning the Future of the Automotive Industry!

We propose new possibilities for the automotive and manufacturing industries as well as the significance of vehicles amidst the constant changes in lifestyles and social systems.

### Contributing to New Industry Creation and Innovation!

With a focus on “Plant Factories & Smart Agriculture (Next Generation Agriculture)” to aid reconstruction assistance following the Great East Japan Earthquake and the vitalization of local industry, we support the development of new business models.

# Numerous Projects and PR Strategies to Connect Exhibitors and Visitors

## Previous Exhibition Results

Effective visitor mobilization proven by past results

### Effective visitor mobilization proven by past results

## Japan's Largest Special Focus Exhibition

Total no. of visitors  
at last exhibition  
(Total of all exhibitions)

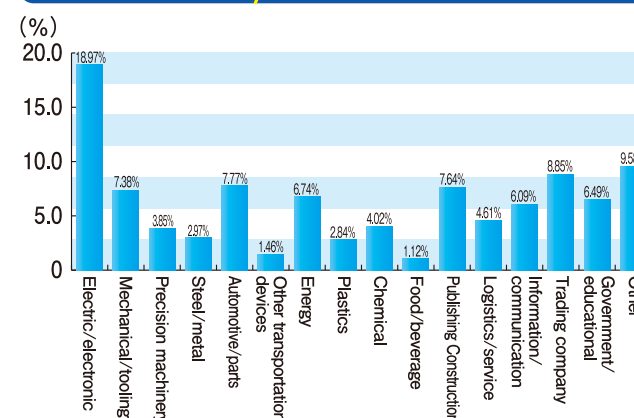
# 44,049

With the number of exhibitors and visitors increasing each time this exhibition is held, expectations towards the growth of this market are indeed high! The previous exhibition was held on an even greater scale than the first time. The number of visitors has stabilized, and Smart Community Japan has established a reputation as a special focus exhibition for smart grids and next generation vehicles. The quality of visitors is extremely high, with many senior level people from the right industries, making this exhibition the perfect place to effectively promote your business.

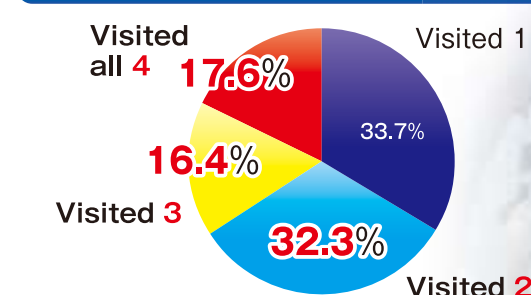


## Profiles of Visitors to this Exhibition based on Questionnaires

### Affiliated Industry Sector



### No. of Exhibitions Visited



### Features

**1** Approx. **33%** of visitors from electric/electronic, energy and automotive/parts related industries.

With a special focus on “B2B” business matching, this is certainly an exhibition where it is possible to appeal to a wide range of industry types focused on visitors from key areas!

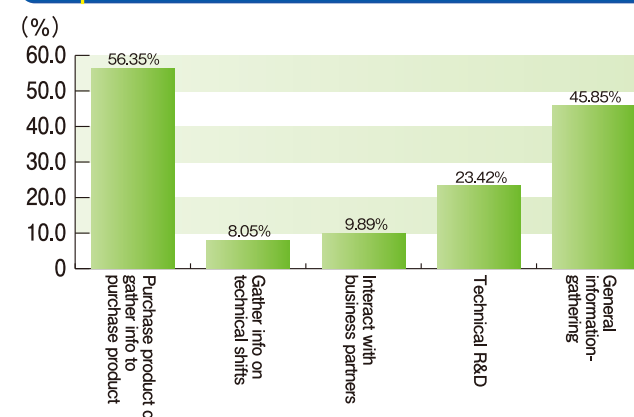
**2** Approx. **56%** of visitors attend with the purpose of purchasing product or gathering information to purchase product.

This is an exhibition where many visitors are seeking to purchase products and solutions in the smart community and manufacturing related industries!

**3** Approx. **66%** of visitors go back and forth between exhibitions

This is an exhibition where “multiple proposals” can be made to visitors highly interested in the categories of energy, manufacturing and new industry creation.

### Purpose of Visit



### Productive Parallel Events

## Several specialists introducing new business hints!

With the cooperation of related organizations, symposiums and seminars will be held every day of the exhibition to introduce the latest trends of smart communities.

### Results of last exhibition

- Smart Community Summit 2012 ..... Approx. **2,280** attendees
- Biomass Expo Forum 2012 ..... Approx. **560** attendees
- Forum on Regional Vitalization through Renewable Energy Utilization ..... Approx. **700** attendees
- Smart Grid Exhibitions Special Stage ..... Approx. **500** attendees
- Diversity on the Manufacturing Shop Floor Symposium ..... Approx. **200** attendees
- 3rd Smart Grid ICT Seminar ..... Approx. **800** attendees
- Plant Factory/Smart Agriculture Zone Special Lecture ..... Approx. **900** attendees
- Exhibitor's Workshops (Total of 17 sessions) ..... Approx. **1,700** attendees

**Total** Approx. **7,640** attendees



## New Exhibitions Proposing the Future of Urban Development to the World!!

# Smart Community Exhibition

The Smart Community Exhibition proposes new technologies and solutions for the construction of social infrastructure (water & sewerage, transport networks, gas & electricity, communication) in addition to energy networks created from the spread of renewable energies based on smart grid technology. There are high expectations regarding the business development of this social infrastructure essential to people's lives both within Japan and overseas. This is an opportunity for Japan to demonstrate our ability to improve social capital to the world.

### Exhibition Focus

#### Social Infrastructure/Systems/Services

##### ● Energy Supply Systems

Energy supply infrastructure for HEV and hydrogen engines, on-vehicle chargers, quick chargers for EVs, battery replacement technology, local energy management systems



##### Intelligent Transportation Systems (ITS)

Safe driving support, transport control support, road control support, IT supporting environmental measures/network communications technology & equipment, etc.

Other technologies and solutions for water & sewerage, gas, electricity and communications which form smart communities, eco cities, eco towns, smart cities, smart villages and next generation social systems.

##### ● Energy Storing Systems

Storage batteries (NAS batteries, lead storage batteries, nickel hydrogen batteries, lithium ion batteries, lithium polymer secondary batteries, air secondary batteries, metal lithium secondary batteries), fuel cells, inverters, converters, capacitors, condensers, other manufacturing equipment, etc.



##### ● Devices Supporting Infrastructure & Systems

CPU, capacitors, network products (FlexRay, CAN, cables, connectors, wire harnesses, etc), various software, development tools, power semi-conductors, energy-saving electronic devices, system LSI, etc.



##### ● Constructing Techniques of Smart Houses & Smart Buildings/Solutions/Services

Smart houses, DC houses, eco offices, eco houses, smart home appliances (air conditioning units, televisions, lighting, refrigerators, etc), home networks, HEMS, BEMS, ZEB, light duct systems, rooftop greenery, organic EL lighting, CCS, information security, carbon offset, green power selling, car sharing service, eco points, energy service companies, accreditation bodies, etc.



### Visitor Targets

- |  |  |
|--|--|
| ● Energy businesses  | ● Trading houses, financial institutions           |
| ● Heavy electric, home electric, semi-conductors, electronic parts manufacturers | ● Automotive & parts manufacturers                 |
| ● Commercial facilities, logistics-related companies                             | ● Machinery & measurement instrument manufacturers |
| ● Construction, building, real estate, developers                                | ● Related government agencies, local governments   |
| ● Information & communication technology (ICT) related companies                 | ● Universities and research institutions           |
|  | ● Consumers  |

## Transition to a New Stage for the 4th Round

# Smart Grid Exhibition

This will be the 4th time this exhibition is to be held. Smart grid experimentations are advancing both within Japan and overseas and we are finally at a stage where we are ready for their social application. Now we are in a position to more efficiently transmit the latest information on locally-focused technology and solutions. In regards to the societal changes surrounding the demand and supply of energy, it is important to efficiently promote concrete proposals matching the unique characteristics of individual regions, with a particular focus on renewable energy.

### Exhibition Focus

#### Comprehensive Smart Grid/Micro Grid Technologies

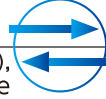
##### ● Dispersed power systems (electricity generating technology using renewable energy)

Solar power generation (for households, mega solar), wind power generation (land, ocean, floating), gas power generation, ocean thermal energy conversion, wave-activated power generation, tidal power generation, ocean current power generation, hydraulic power generation, binary power generation, etc.



##### ● Utilization of Thermal Energy

Utilization of solar heat, solar heat water heaters, hydraulic solar systems (hydraulic solar collectors), naturally circulating type/forced circulation type, air solar systems (air solar collectors, snow & ice heat, temperature variation heat, geothermal utilization, geo-heat air conditioning systems, heat pumps, (open loop, closed loop) co-generation, heat supply & transportation system, etc.



##### ● Control/IT/Electricity Transmission & Distribution

Smart meters, sensors, AMI, cloud computing, control & management software/solutions, electric power network communication infrastructure, electric power device automatic control systems, various energy management systems, energy visualization, crystal oscillators, peak-cut, inverters, data centers, green IT, superconductive cable, electrical transformers, IPP, PPS, etc.



## For the Popularization of Next Generation Vehicles such as EV, HV and Fuel Cell Vehicles

# Next Generation Vehicles Exhibition

With the arrival of electric vehicles, hybrid vehicles, fuel cell vehicles and so on, the role of cars and motorcycles has extended beyond merely providing a means of mobility and their utility value within the social system is transforming. In smart communities, the technological development and practical application of electric storage as a new energy source is being sought, and the diverse potential of electricity, gas, biomass, ethanol and so on is being explored. Looking first at vehicle and motorcycle power sources, this exhibit specifically focuses on better fuel efficiency, higher performance, weight reduction technologies, material development and so on, exhibiting next generation vehicles which are environmentally-responsive vehicles and the production technology that make them.

### Exhibition Focus

#### ● Next Generation Vehicles and Motorcycles

Electric vehicles (EV), hybrid vehicles (HV), PHV, fuel cell vehicles (FCV), green diesel vehicles, natural gas vehicles (CNG vehicles), methanol vehicles, LPG vehicles, electric motorbikes, ultra-small mobility, etc



#### ● On-Vehicle Batteries

#### ● Drive Systems

##### Environmentally-responsive Engines

HEV systems, EV drive systems, clean diesel engines, hydrogen engines, next generation gasoline engines (DGL, HCCI, etc), deceleration energy regenerative systems, etc



##### Fuel

Biofuel, hydrogen-fuel, next generation fuel, natural gas, manufacturing and storage systems, etc

##### Motors

Permanent magnet synchronous motors, conductive motors, direct current motors, reluctance motors, DC motors, AC servo motors, variable/decelerator gears, motor control technology/software, etc.



#### ● Vehicle Weight Reduction/Material

Aluminum, magnesium, titanium, carbon fiber composite material, resin material, machine tools/systems/technologies responding to difficult-to-machine materials, paint/guarding, plating, etc.

## Proposing Energy-Saving Next Generation Agriculture!!

# Plant Factories & Smart Agriculture Exhibition

The "Plant Factories & Smart Agriculture Zone", originally set up for the first time as a special zone of the "Smart Grid Exhibition 2012", enjoyed huge success with a consecutive run of exhibits and seminars, and served as the ultimate stage for promotion activities towards various industries aiming to enter the agricultural domain. Next time it shall be held as an exhibition in its own right as the "Plant Factories & Smart Agriculture Exhibition". Stable agricultural produce supply, the shift to the sextiary sector, disaster-affected region restoration plant factories and IT for agriculture are undeniably becoming more and more significant. Smart Community Japan 2013 on the whole promotes efficient utilization of energy in line with the times and proposes energy-saving next generation agriculture to visitors.

The present situation where next generation agriculture is reaching maturity should be seized as a prime business chance to reach out to various industries and as such this exhibition is scheduled to have a productive line-up of exhibits and seminars.

**Special Support** The Social Development Research Center- Plant Factories, Agricultural, Commerce & Industry Special Committee



### Exhibition Focus

#### ● Plant Factories (Fully Artificial Light/Solar Light) and Related Materials

Plant factories, plant factory components (frames, growing beds, etc), light environment (LED, CCFL, fluorescent lamps, etc), environmental control devices (temperature, humidity, CO2, etc) cooling/heating systems, clean rooms, air showers, hydroponic cultivation equipment, hydroponic/soil cultivation equipment, water treatment equipment, sensors, automated equipment, seedlings, sprouts, pesticides, fertilizers and other equipment/devices.

#### ● IT-Related Devices & Software for the Agricultural Sector

Cultivation management systems, production management systems, remote monitoring system, operational management software, system devices (tablets, etc) and other equipment/devices.

#### ● Energy Devices/Equipment for the Agricultural Sector

Heat pumps, solar light generation, wind power generation, biomass generation, energy management systems, and other equipment/devices

#### ● Other

Agricultural organizations & research institutions, universities & vocational schools, local governments, financial institutions, newspapers, magazines, consultants, etc



## The Road to Local Production and Local Consumption of Energy



### Biomass Expo

This expo is a prime opportunity to transmit the latest information on biomass conversion technology (power generation, heat utilization, fuel) which effectively uses widely dispersed biomass resources, as well as material conversion and utilization technologies such as composing and fodder usage. In July of 2012, the FIT (feed-in tariff) policy was implemented, and the buying price of biomass power generation, on which there is a lot of attention being focused, was also established. As an energy source suited to localities, an opportunity to create employment and cash flow, this policy will be used to promote urban development and regional regeneration by combining various renewable energies.

#### Overview of Expo

**Organizer:** Biomass Expo Executive Committee  
**Co-organizers:** Sun-Based Economy Association, Nikkan Kogyo Shimbun

#### Expo Focus

##### ● Biomass Power Generation & Biomass Heat Utilization

Plant design/manufacturing technologies, gas transitional technology, thermal decomposition/direct liquefaction technologies, hydrolytic degradation/ direct liquefaction technologies, hydrolytic degradation/manufacturing technologies, methane fermentation/ hydrogen fermentation technologies, dehydration/carbonization technologies, groundwater pollution treatment technology, collection/transportation technologies, dehydration technologies, crushing/pulverizing machines, measuring/analyzing technologies and equipment, wooden pallet boilers, wooden pallet stoves

##### ● Biomass Fuel Manufacturing

Bio-ethanol manufacturing related (plants, gas transitional technology, enzyme/fermentation technologies, distillation, analysis/measurement related, crushing/pulverizing machines, biofuel raw material plantations), biodiesel manufacturing related (plants, biodiesel manufacturing equipment, glycerin recycling technologies, crushing/pulverizing machines, analysis/measurement related, mediums, additives, filters, drainage processing, Jatropha palm and other agricultural plantations), wooden solid fuel manufacturing related (wooden pallet manufacturing, additives, crushing/pulverizing machines), other

##### ● Material Utilization

Fodder usage, composting, thermal decomposition/fermentation technologies, microorganism treatment technologies, dehydration/carbonization technologies, groundwater pollution treatment technology, collection/transportation technologies, plant design/manufacturing technologies and equipment, dehydrating equipment, measuring/analyzing technologies and equipment

##### ● Biomass Product Utilization

Biomass plastics, biodegradable plastics, microorganism treatment technologies, energy collection technology, biodegradable materials, measuring/analyzing technologies, fundamental chemistry materials/ingredients, biochemical products, bio-plastics, electric/electronic material, engineering/agricultural and forestry materials, various textile products, etc.

##### ● Other

Environmental urban planning related (consulting, biomass town advisors, biomass towns, local councils, etc), government and academic related (universities, research institutions/organizations) overseas trade investment related (EU, China, India, Indonesia, SE Asia, Middle East, Oceania, etc) emissions trading, CDM consulting, IT solutions for biomass industries, etc

#### Pavilion Exhibiting Fee (Biomass Expo only)

**1 booth: 2m x 2m** ※To apply for a 3m x 3m booth, please see the exhibiting fees on the page to the right. **157,500 yen (tax included)**

(Content) · Rear wall W1800 x H2700 · Company signboard (Common font stipulated by Secretariat) · Meeting tables (cross-style, W1800 x D900 x H700)

## To Those Who Wish to Exhibit

### Exhibiting Fee, Booth Specifications

#### Exhibiting Fee

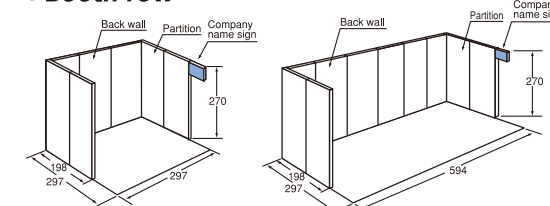
The following fees apply (tax included) to 1 booth (opening 2.97m x depth 2.97m by height 2.7m) of approximately 9 m<sup>2</sup>

※The Sun-Based Economy Association will request payment for the exhibiting fees of the Biomass Expo.

- **Companies:** ..... **336,000 yen**
- **Universities & Technical Colleges:** ..... **105,000 yen**
- **Local Councils/Public Research Institutions, Other Organizations:** ..... **262,500 yen**
- **Biomass Expo Pavilion Exhibits:** ..... **157,500 yen**  
 (1 booth: 2m x 2m)

#### Booth Layout

##### ● Booth row

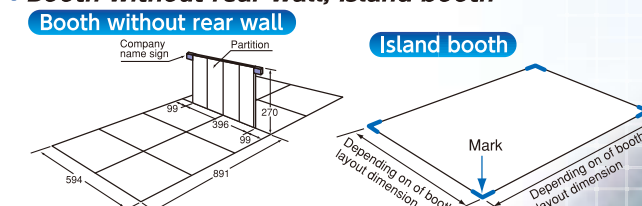


[Example for one booth]  
 (W297cm x D297cm x H270cm)

※The above listed figures are center-to-center dimensions.  
 ※No carpet is supplied.

[Example for two booth]  
 (W594cm x D297cm x H270cm)

##### ● Booth without rear wall, Island booth



[Example for six booths]  
 ※No carpet is supplied.

#### Reference Package Display

##### Simplification of display and design to lower exhibiting costs.

###### Basic design

- Punch carpet (color selection available)
- Parapet (white, system panel specs)
- Company name cutting letters
- Reception counter
- 1 pipe chair
- Fluorescent light
- Power outlet
- Business card holder

##### Single booth specifications **67,200 yen (tax included)**

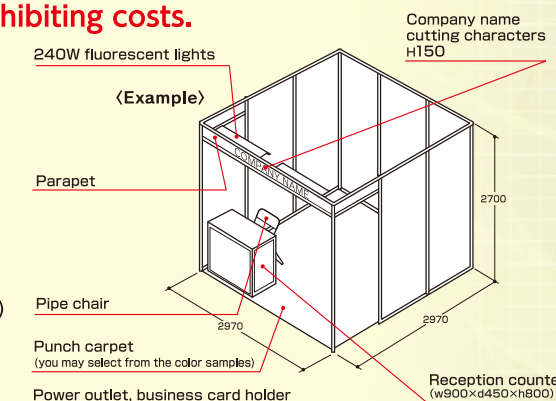
(Example)

For 1 booth with the above display:

Exhibit fee: **336,000 yen** +

Package display: **67,200 yen** = **403,200 yen (tax included)**

※ We can prepare the package for 2 booths or more.  
 Electricity supply setup and usage fees charged separately.  
 Other details, application procedures and so forth will be explained at the Exhibitors Briefing Session (Early April, 2013)



### Application Procedures

#### Applying to Exhibit

On the separately provided Exhibition Application Form, enter the necessary information and send to the Secretariat.

A copy of the application form will be returned to you once it has been reviewed. Please understand that your application may not be accepted if your proposed exhibiting content is not compatible with the objectives of this exhibition.

#### Payment of Booth Fee

On receipt of the application form, the organizing office issues an invoice. Please pay the fee to one of the following bank accounts within one month from the date you received the invoice.

If you change or cancel the exhibition contract, you must state the reasons in written form and obtain approval from the organizing office.

**Cancellation Fee:** Date of Acceptance to Exhibitor Orientation Session ..... **50% of booth fee**  
 After Exhibitor orientation session ..... **100% of booth fee**

#### Application Deadline : **February 28 (Thu.), 2013**

