



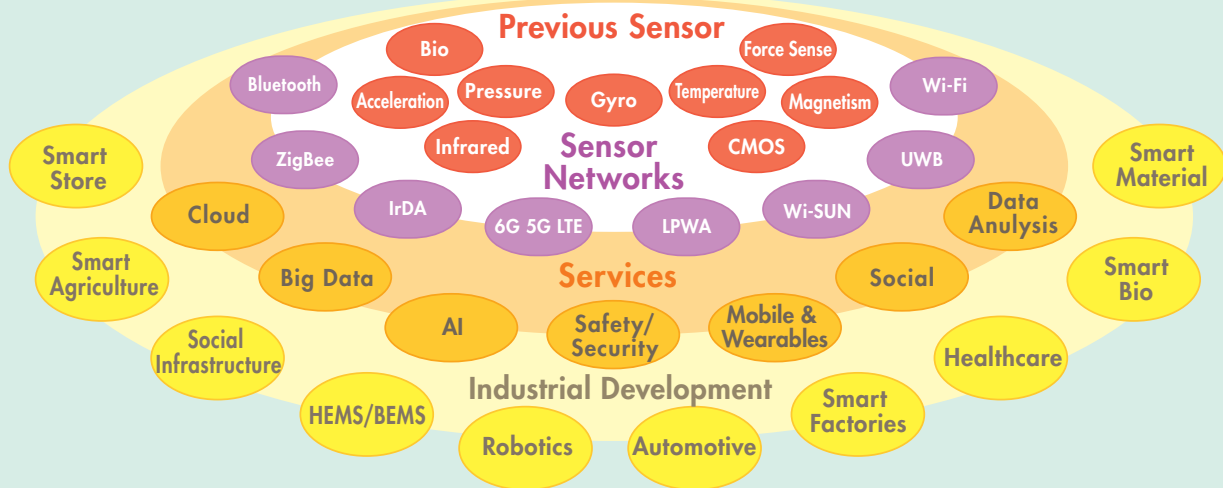
Smart Sensing 2021

5.26 (Wed.) - 28 (Fri.) 2021 10:00-17:00 Tokyo Big Sight Aomi Exhibition Hall

Organizer: JTB Communication Design
Co-organizer: Japan Electronics Packaging and circuits Association

Entry: 1,000 yen (free with advance registration)

Near-future society created by sensing technology
~ Exhibition of new social innovation connected by S2X sensors ~



Exhibitor Categories

Sensors, Sensor Nodes

- Target Sensors: Light, Temperature, Color, Acceleration, Gyro, Inertia, Pressure, Magnetism, Chemical, Human Presence, etc.
- Characteristics: Elasticity, Flexibility, Wearables, Contact/non-contact, etc.
- Technologies: Light (photoelectric, IR, laser, fiber, etc.), Proximity, Sound wave, CMOS/CCD, MEMS, etc.

Semiconductors, Parts & Devices, Electronics Telecommunications Devices, Network Systems

- Short-range wireless (RFID, NFC, etc.), Wireless PAN (Bluetooth, ZigBee, etc.), Wireless LAN, 5G, etc.

Software

- AI, Data analysis, Information processing algorithm development, Control, Image processing, etc.

Data Platform

- Data Exchange, Data Bank, etc.

Power Sources

- Long-life, Flexible, Energy harvesting technology, etc.

Other Related Devices & Technologies

- Manufacturing equipment, Analysis and testing equipment, Security, Data servers, etc.

Services

Universities, Research Institutes, Governmental Agencies, etc.

Visitor Categories

Sensor Node Manufacturers, Sensor Set Manufacturers Fields With the IoT Is Expected to Play a Role:

- Automobiles, Logistics, Transport, Aircraft
- Household electronics/AV, Household equipment, Household security
- IT, Telecommunications

- Smart Store
- FA, Automation
- Medicine, Welfare, Healthcare
- Infrastructure

- Smart Material
- Agriculture, Environment, Disaster prevention
- Amusements
- Energy, Power, Gas, Water Supply etc.

Early Bird Discount Deadline : December 29 (Tue), 2020



Exhibitor Application Deadline : February 26 (Fri.), 2021

* Co-located Exhibitions: ● The Total Solution Exhibition for Electronic Equipment

- Organizer:
- Japan Electronics Packaging and Circuits Association (JPCA)
 - Japan Institute of Electronics Packaging (JIEP)
 - Japan Robot Association (JARA)
 - Japan Federation of Electronic Parts Distributors And Dealers
 - Tokyo Electronics Appliance wholesalers Association

- Co Organizer :
- Electronic Device Industry News (Sangyo Times Inc.)
 - THE ELECTRIC WIRE & CABLE NEWS(KOGYO TSUSHIN CO.,LTD.)
 - JTB Communication Design, Inc.
 - Optoelectronics Industry and Technology Development Association

- 50th International Electronic Circuits
- WIRE Japan Show

- 35th Advanced Electronics Packaging Exhibition
- JEP / TEP Show
- E-Textile

- 23rd Jisso Process Technology Exhibition
- inter Opto
- LED JAPAN

- Total Organic Devices Expo
- Imaging Japan

Exhibition information

¥ Exhibition fee : 1 booth / 9m² *including tax

Regular	JPY 451,000 *Application Deadline: February 26, 2021
Early bird discount	JPY 360,800 *Order accepted by December 29, 2020

Booth specifications

*Please be sure to check the terms and conditions.

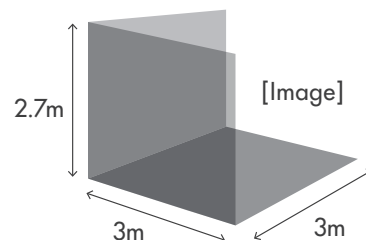
Since the terms and conditions are different from E-Textile, JPCA Show, Microelectronics Show, JISSO PROTEC, Total Organic Devices Expo, WIRE Japan Show, JEP/TEP Show, and E-Textile, please be sure to check before applying.

-1 booth: 9 square meters (W3m X D3m)

-With panels (H2.7m) to separate neighboring booths *The corner booths will not have walls to aisles.

-The above exhibition fee does not include the cost for installation & dismantling, decoration, booth cleaning & disposal, and the charges for electricity/water supply and drainage/telephone.

-Booth allocation will be determined by the organizer based on specification of the floor plan.



How to apply

Please fill out and sign the application form with agreeing to "terms and conditions" and "handling of personal information" and mail(or fax) it to the Secretariat.

① **Application Deadline: February 26 (Fri.), 2021** *Early Bird Discount Deadline: December 29 (Tue), 2020

② **How to pay:** An invoice will be issued after the application completed. Please remit the payment via bank.

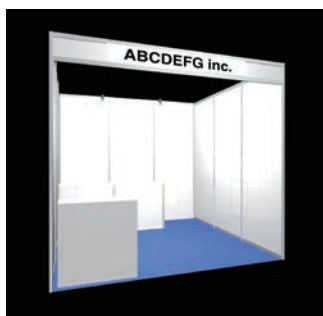
③ **Cancellation:** In principle, applications cannot be cancelled after the Application Form is submitted.

Only when the Secretariat deems it unavoidable, the cancellation will be accepted. In such cases the following penalties will be incurred based on the date written notice of cancellation is received.
(Deadline for Payment: **Mar. 31 (Wed.), 2021**)

The received date of cancellation	Cancellation fee
Before Mar. 23 (Tue.), 2021	50% of the invoiced amount
Mar. 24 (Wed.) - Apr. 23 (Fri.), 2021	70% of the invoiced amount
On and after Apr. 24 (Sat.), 2021	100% of the invoiced amount

Package booth (Optional)

■ 1booth *Specifications are subject to change.

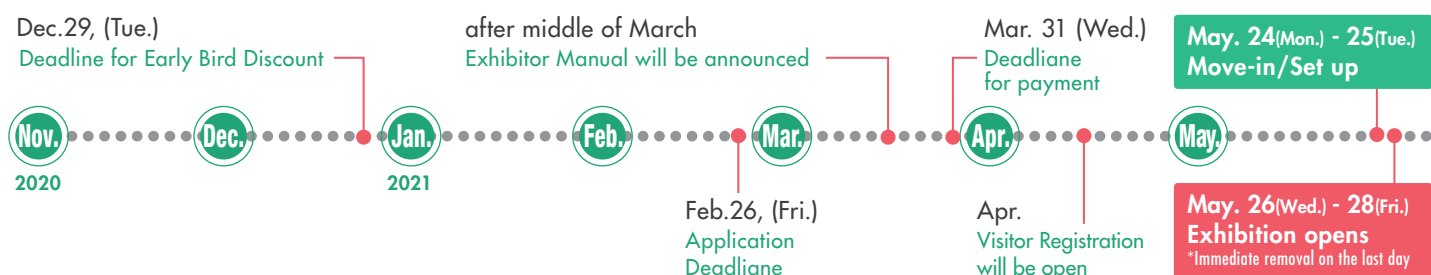


Set item		
Parapets	Fluorescent light 2sets	Reception Counter (W900xD450xH800)
Carpet	Power outlet 100V 1set	Folding Chair
Company name display	Primary electrical fees (500W)	Display Cabinets (H1000xD700xW990) 3sets

*The above prices are fees for furnishing and ornamentation only.

For the details, please refer to the Exhibitors Manual available after mid-March, 2021.

Schedule



Inquiry

Smart Sensing
2021

Secretariat of Smart Sensing c/o JTB Communication Design, Inc.
Celestine Shiba Mitsui Building, 3-23-1, Shiba, Minato-ku, Tokyo, Japan 105-8335
TEL: +81-3-5657-0771 FAX: +81-3-5657-0645 E-mail: smartsensing@jtbcom.co.jp

Jtb
Communication
Design



Smart Sensing 2021

Application Form

*Be sure to make a copy of the application form and keep it for your record.

Application Deadline

Early bird December 29 (Tue), 2020

Final February 26 (Fri.), 2021

Sent to

Secretariat Office (c/o JTB Communication Design, Inc.)
Celestine Shiba Mitsui Building, 3-23-1, Shiba, Minato-ku, Tokyo, Japan 105-8335

TEL: +81-3-5657-0771

Mail: smartsensing@jtbcom.co.jp

FAX:81-3-5657-0645

We apply for the exhibition in consent with the "Terms and Conditions" (the reverse side of this form) and "handling of personal information" below. ((required))

<https://www.smartsensingexpo.com/eng/privacy.html> Organizer: JTB Communication Design, Inc.

GDPR Notice https://www.ics-expo.jp/pdf/privacy_notice_en.pdf

Date: DD _____ MM _____ TT

Name of Company or Organization					
Applicant	Department	Title		Name	
Contact	Address				
	Zip code			Name	
	TEL			FAX	
	Email				
<input type="checkbox"/> Co-Exhibitor (Sharing the booth)					
Name of Company or Organization					

■ If you would like to apply for exhibitions other than Smart Sensing, please check the following box.

- International Electronic Circuits Exhibition Advanced Electronics Packaging Exhibition
 Jisso Process Technology Exhibition Total Organic Devices Expo
 WIRE Japan Show JEP/ TEP Show E-Textile interOpto LED JAPAN Imaging Japan

■ Exhibition fees / Booth selection

Number of Booth(s) / Exhibition Fee	9m ² /booth *including tax		
	· Regular JPY 451,000 × booth(s) = JPY _____		
	· Early bird JPY 360,800 × booth(s) = JPY _____		
Product or Technology	Please choice your product or technology to be presented (as far as planned) *multiple answers allowed		
	<input type="checkbox"/> Sensor devices/nodes <input type="checkbox"/> Semiconductors/electronic devices <input type="checkbox"/> Network devices/systems <input type="checkbox"/> Softwares <input type="checkbox"/> Electronic power supply <input type="checkbox"/> Other devices/technology () <input type="checkbox"/> Services <input type="checkbox"/> Other ()		
	*Details	[]	

■ Remarks

*For information of package booth, please refer to the Exhibitors Manual available after mid-March,2021.

Secretariat use only		
Receipt No.	Confirmation by secretariat	Invoice No.

Terms and Conditions

1. Contract formation and withdrawal

Contract will be officially confirmed at the time the organizer receives the application form.

2. Exhibition Booth Fees Include as Follows:

- Booth lease fees
- Partition walls (panels) [in case that there are adjoining booths]
- Other services mandated by the secretariat for exhibitors
- Safety administrative expenses, expenses of necessary personnel and guard

3. Prohibited transfer of booths

The exhibitor cannot lend out, sell, exchange, or transfer usage rights of its own booth without the permission of the organizer.

4. Co-exhibitors

If two or more applicants exhibit jointly, one of them must submit the application as the representative and notify the organizer of the company names, etc., of co-exhibitor(s).

5. Installation and removal of exhibits

The exhibitor shall decorate and move-in/move-out all exhibits and displays within the period stipulated by the organizer. If the exhibitor needs to move in and out or transfer the exhibits during the open period, the exhibitor shall conduct such an operation after obtaining the approval of the organizer.

6. Use of the exhibition space

Advertisement and sales activities shall be conducted within the booth space. Each exhibitor shall be responsible for avoiding congestion due to advertisement activities at the passage near the booth. Decoration and other articles shall not exceed the border of the allocated space. The organizer shall have the authority to prohibit or remove any conduct against the purpose of the exhibition such as decorations and exhibit items that are regarded to be a problem arising from any sound, operating manners, materials or other reasons. If the abovementioned prohibition or removal is exerted, the organizer shall not bear the burden for any repayment or any other related expenses to the exhibitor.

7. Exhibition management and waiving of responsibility

The organizer will do its best to efficiently manage and secure the exhibition as a whole including items displayed by engaging security guards. However, the organizer shall not be held liable to compensate for losses and/or damages resulting from any reasons.

8. Guaranty

The exhibitor shall guarantee the organizer that the exhibits, the related printed matters or other media do not infringe any third party's trademark rights, design rights, patent, utility model rights or other intellectual property rights.

9. Exhibitor's obligations

- (1) If any third-party asserts to the organizer that an exhibitor's acts related to its exhibition infringes on such party's trademark right, design right, patent, utility model right or other intellectual property right, the exhibitor shall assume the obligation to settle such dispute with such third-party on its own responsibility and not to hinder the normal and smooth proceedings of exhibition.
- (2) The person responsible in the case of a group exhibition shall assume similar obligations as specified in the preceding paragraph for any claim concerning the infringement of intellectual property rights from any third-party against the exhibitor who is a member of the said group.

10. Compensation for damage:

- (1) The exhibitor shall be responsible for any damage to exhibition facilities, building structures or injury accidents owing to negligence or other reasons of the exhibitor or its agent.
- (2) The exhibitor shall agree to assume the obligation to compensate the organizer for legal costs, debts (including attorney's fee), necessary expenses, and other damages arising from a lawsuit based on the claims in the following cases:
 - (a) A lawsuit is filed against the organizer based on the assertion that an exhibitor's acts related to its exhibition infringe such party's trademark right, design right, patent, utility model right or other intellectual property right (including the case where the organizer becomes the accused together with the exhibitor).
 - (b) The organizer assumes the obligation of compensating damages as a result of court judgment, or reconciliation whether judicial or non-judicial, with respect to the lawsuit as specified in (a) above. (In case of reconciliation, the organizer shall not be bound by the exhibitor's intention.)

11. Booth allocation

Booth allocation will be determined by the organizer based on specification of the floor plan. (Exhibition cannot be canceled due to dissatisfaction with the booth position.)

12. Cancellation, Suspension or Changes to the Exhibition

- (1) The organizer may cancel, suspend, shorten the period of, or change the schedule or venue of the exhibition if the organizer deems it impossible or difficult to hold and continue the exhibition in the event that: (a) the land or building used for the venue becomes unavailable, and the organizer deems the land or building inappropriate for use; (b) the organizer deems it not appropriate to hold the exhibition following a request or order for, or a request for consideration of, self-restraint or cancellation of events by the government, administration or any public agency; (c) it becomes impossible to hold the exhibition on the occurrence of any event of force majeure, or the organizer deems it not appropriate to hold the exhibition.
- (2) The force majeure events described in the preceding paragraph shall mean acts of God, including typhoons, heavy rain, tempests, floods and earthquakes, epidemics, public health risk, delay or suspension of service of public transportation systems, war, civil war, terrorist attacks, strikes and other causes not attributable to the organizer.
- (3) In no event shall the exhibitor claim compensation against the organizer for any damages caused to the exhibitor resulting from any decision made by the organizer, nor shall the organizer be liable for any damages, increased expenses or other unfavorable circumstances caused to the exhibitor as a result of any such decision.
- (4) If the organizer decides to cancel or suspend the exhibition prior to or after the start of the exhibition period, the organizer shall refund the exhibition fee to the exhibitor after deduction of reasonable expenses incurred until such decision.
- (5) In regards to (4), in case the exhibition fee has already been paid by the exhibitor, the organizer shall refund the exhibition fee to the exhibitor after deduction of expenses incurred until such decision on cancellation or suspension of the exhibition. If the exhibition fee has not been paid yet, the exhibitor is requested to destroy the exhibition fee invoice, and the organizer will issue a separate invoice for expenses incurred until such decision. Payment for the invoice shall be made by the exhibitor by the specified date.

13. Payment

The exhibitor is to make payment by the date as stipulated on the invoice. Payment is to be made by bank transfer, in Japanese yen with the transfer charges being paid by the exhibitor. Promissory notes and person/company checks are not accepted.

14. Cancellation charges

In principle, cancellations will not be accepted once the application form is received by the secretariat. Only when the secretariat deems it unavoidable will cancellations be accepted, and in such cases the following penalties will be incurred based on the date when written notice of cancellation is received.

Before Mar.23(Tue.), 2021	50% of the invoiced amount
Mar.24(Wed.) - Apr.23(Fri.), 2021	70% of the invoiced amount
On and after Apr.24(Sat.), 2021	100% of the invoiced amount

15. Obtaining the visa

If an overseas exhibitor needs to obtain a visa, the exhibitor shall take responsibility to create, or follow the procedures for obtaining, the necessary documents. In principal, the organizer shall not issue, an invitation letter and a letter of guarantee according to the format designated by the Ministry of Foreign Affairs of Japan for any exhibitors. The exhibitor who cannot exhibit due the inability to obtain a visa (ie. Refusal by Japanese authorities, insufficient process time) shall not have the right to claim against the organizer compensation for damages arising therein.

16. Observance of regulations

The exhibitor hereby agrees to observe the regulations set by the organizer as part of this contract and to abide by them. In addition, the exhibitor shall interpret all the regulations set by the organizer as aiming to preserve the benefits of this exhibition and agrees to cooperate in the execution of said regulations.

17. Changes and additions for the terms and conditions

The exhibitor agrees to obey the decision of the organizer about the any matter not provided in these rules. The organizer reserves the right to change or add rules by notification to the exhibitors when they judge it is necessary for the aim of exhibition.

18. Governing law

The governing law of this exhibition contract shall be Japanese law.

19. Jurisdiction

The court having jurisdiction over the dispute regarding this exhibition contract shall be the Tokyo District Court.