

# Interop<sup>®</sup>20

Tokyo APRIL 13 - 15  
MAKUHARI MESSE, JAPAN

【 Co-located event】



## Sales Proposal

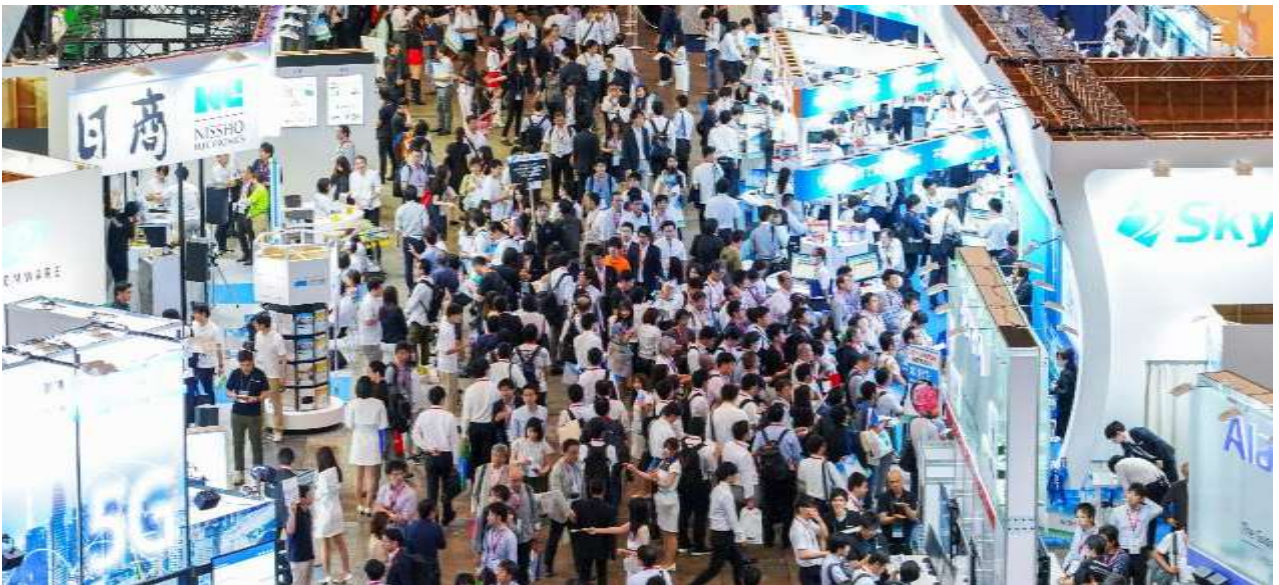
<b>Date</b>	【Exhibition】 April 13 <sup>th</sup> (Mon)-15 <sup>th</sup> (Wed), 2020 【Conference】 April 13 <sup>th</sup> (Mon)-15 <sup>th</sup> (Wed), 2020
<b>Venue</b>	Makuhari Messe (Chiba, Japan)
<b>Organizer</b>	Interop Tokyo Steering Committee
<b>Operation</b>	NANO OPT Media, Inc./ Association of Internet Foundation
<b>Special Supporter</b>	WIDE Project
<b>Number of Visitors</b>	150,000* (expected) *including co-location events
<b>Supporters</b>	Relevant ministries and agencies, approximately 50 affiliate groups
<b>Event Concepts</b>	Exhibition, Keynote, Special Session, Educational Conference

 <http://www.facebook.com/InteropTokyo>

 <https://twitter.com/InteropTokyo30>

# 2020 and Beyond

## Internet Technology General Exhibition Event Supporting the Next Internet Society



### Target services / products

- Cloud Computing / Cloud Platform
- **Security**
- Server & Storage
- Management & Monitoring & Testing
- Facility
- Career / ISP Networking
- Enterprise / SMB Networking
- Datacenter
- Mobile & Wireless
- Performance Optimization
- **SDI/NFV**
- **IoT/AI/Blockchain**
- etc.

### Target attendee

- IT VPs, Directors, Managers, Staff
- Business Decision Makers
- Small-Medium Business Owners & Executives
- Channel Professionals
- Network Managers
- Security Professionals
- Telecommunications Managers
- Application Developers
- CXOs
- Media
- Analysts

## Interop Tokyo Contents



Next-generation Internet

ShowNet

Conference

Location Business Japan 2020

**Interop** 20  
Tokyo APRIL 13 - 15  
MAKUHARI MESSE, JAPAN

Cutting edge network technology

ISP · Carrier · Data center Solution

New products / services

Enterprise network solution

**APPS JAPAN**  
アプリジャパン2020

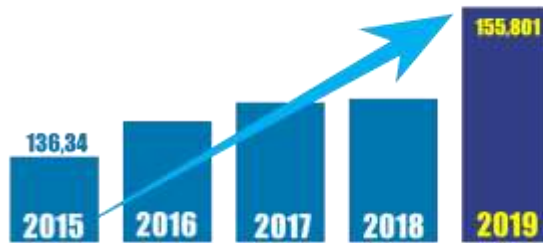
Exhibition

**DSJ2020**  
デジタルサイネージジャパン

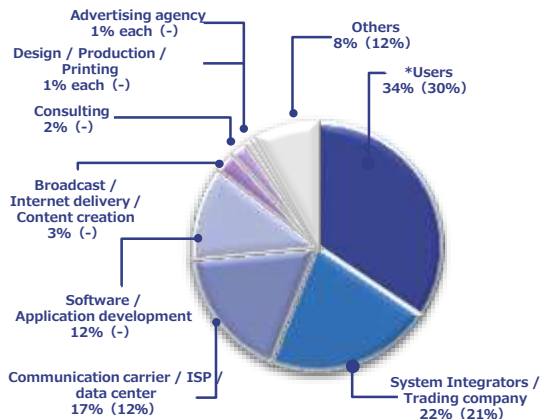
## Results 2019

[Number of Visitors] At Interop Tokyo, the total number of Visitors has increased by 20,000 in 5 years.

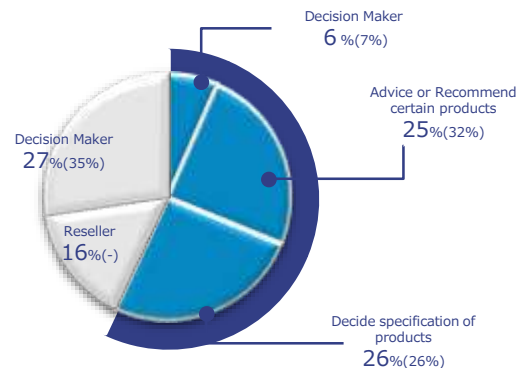
6.12 Wed : 44,568  
6.13 Thu : 52,898  
6.14 Fri : 58,335  
TOTAL : 155,801



## [Type of business ]



## [Purchase Role]



## Price to Exhibit

- From 1 booth to 3 booths : **JPY 590,000 per booth**
  - From 4 to 9 booths : **JPY 560,000 per booth**
  - From 10 to 20 booths : **JPY 540,000 per booth**
  - 21 booths or more : **JPY 530,000 per booth**
- ※All prices are w/o tax

### ●Exhibit Fee includes:

- + Exhibit Space (W2970 x D2970 x H2700 mm)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

- \* Please note, application after the deadline may limit promotion privileges on printing materials.
- \* One Internet connectivity is included. Please order separately if need more.



## Pavilion Booth Plan

- 1 booth **JPY 240,000 (w/o tax)**

※Each company can purchase maximum 2 booths.

### ●Exhibit Fee includes:

- ▼ Booth space : W1.5m x D1.0m x H2.7m
  - ▼ Company name sign /per
  - ▼ Power Outlet x 1 (100V /0.5kw / A2 spec plug {2})
  - ▼ Spotlight
  - ▼ Company Name, Exhibit Outline and a Hyperlink to Your Official Website
- \* One Internet connectivity is included. Please order separately if need more.



## Special Sponsored Session

- 1 Slot **JPY 3,000,000 (w/o tax)**

Capacity : Maximum 500 seats  
(Maximum pre-registration 1,500 data will be provided to sponsors.) \***Japanese data only.**

Session Duration : 40 min

Venue : International Conference Hall 2<sup>nd</sup> Floor

Facility : Basic AV equipment(i.e. Projector, Screen)

Also other specialty equipment and services are available as a charged option (i.e. simultaneous interpretation, special effect on lightings and sound).

Contract Data Service : Pre-registration data will be provided to sponsors.

Sponsor Theme : Sponsor need to choose one theme from the key theme of Interop Tokyo in this year.



## Classroom Plan (Seminar at the Exhibition Hall)

- 1 Slot **JPY 700,000 (w/o tax)**

Capacity : Maximum 60 seats  
(Maximum pre-registration 180 data will be provided to sponsors.) \***Japanese data only.**

Session Duration : 40 min

Venue : Interop Exhibition Hall

Facility : Basic AV equipment(i.e. Projector, Screen)

Also other specialty equipment and services are available as a charged option (i.e. simultaneous interpretation, special effect on lightings and sound).

Contract Data Service : Pre-registration data will be provided to sponsors.

**Early Bird Discount Deadline : October 31<sup>th</sup>, 2019**  
**Final Deadline : January 31<sup>th</sup>, 2020**

## Sing Items (MPO)

### 『Marketing Sponsorship Opportunity』

※If you are interested in any other item, please see the detail of MPO or ask our sales team.



■ Plaza Bill Board AD./  
2 Sponsors

**JPY 1,800,000 (w/o tax)**



■ Banner on Glass Wall /  
4 Sponsors

**¥1,800,000 (w/o tax)**



■ Special AD Banner /  
4 Sponsors

**JPY 1,200,000 (w/o tax)**



■ Isle Sign Set /  
9 Sponsors

**JPY 900,000 (w/o tax)**

## Meeting Space



■ Type A/ Reception Type  
**JPY 300,000 (w/o tax)**



■ Type B/ Meeting Type  
**JPY 280,000 (w/o tax)**

### Attachments to use

- System
- Door (Including Key)
- Plate on company's name
- Spotlight
- Electric plug(100V 0.5Kw 3 holes)

## Special Plan ※since 2014

We prepare for the special plan corner that is focused on a hot theme.

### Security World



### IoT World



### AI World



### SDI Showcase



### Academic Innovation



# We support you from the pre-event to the post-event with various promotional tools.

## ShowNet

"ShowNet" has always been a comprehensive internet technology demonstration of Interop Tokyo since the beginning of the show back in 1994. This network is deployed all over the show floor with the cutting-edge technology and serve stable internet connectivity to exhibit booth and attendees.

※ 2019 ShowNet participants: About 85 companies

### ■ Theme in 2019



Featured categories and keywords

1. Facilities
2. L2L3
3. Wireless
4. DC / Server / Cloud
5. Security
6. Monitoring
7. Tester



## News on website

Please post the information about campaigns or new product that and use it to promote mobilization to your own exhibition booth.

This news will be posted on the top page on the official website.



## Best of Show Award

"Best of Show Award" is an award to examine the new products, services and solutions of the exhibitors and determine the Grand Prix. Products, services and solutions that have won awards after a careful examining are a great opportunity to attract attention, particularly to the press who will visit the event.



## Interop Summit

VIP party held every year on the first night of Interop Tokyo.

We provide a place to interact with the top government officials, exhibitors, academic organizations and research institutes.



# Cross media promotion tailored to targets

## Official website



## SNS



<http://www.facebook.com/InteropTokyo>

<https://twitter.com/InteropTokyo30>

## AD / Media tie-up



## DM



## Media Sponsors



# Interop<sup>®</sup>20

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