



Location Business Japan 2020

【 Co-located event 】

Interop²⁰
Tokyo APRIL 13 - 15
MAKUHARI MESSE, JAPAN

**Connected
Media** TOKYO 2020
13 - 15 APRIL

DSJ2020
デジタルサイネージ ジャパン

APPS JAPAN
アプリジャパン2020

Sales Proposal

20180620

Date

April 13th(Mon)-15th (Wed), 2020

Venue

Makuhari Messe (Chiba, Japan)

Organizer

Location Business JAPAN Steering Committee

Operation

NANO OPT Media, Inc.

Number of
Visitors

140,000* (expected) *including co-location events

Supporters
(※2019)

Space Development Strategy Promotion Office, Cabinet Office Japan / MIC / METI/ MLIT / JAXA / VLCA/IPNTJ/ JWA / JIPDEC / IMES Consortium / IIC /World Wide Web Consortium(W3C)

Executive Chairman of Location Business JAPAN (2019)

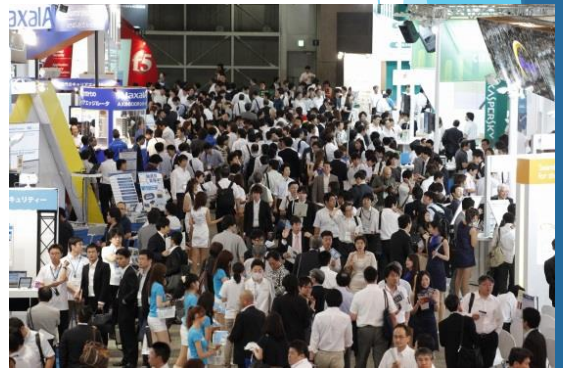
Naohiko Kohtake Associate Professor
Graduate School of System Design and Management, Keio University

Location Business JAPAN Executive Committee (2019)

Makoto Ishii	Director, GNSS Technologies, Inc.
Keiichi Ushida	Director, Recruit Lifestyle Co., Ltd.
Nobuo Kawaguchi	Professor, Nagoya University
Takeshi Kurata	Research director, AIST
Tetsuya Sakashita	Executive Director, JIPDEC
Masato sakata	President, Blogwatcher Inc.
Atsushi Shionozaki	Director, Koozyt, Inc.
Manami Suzuki	Representative Director, MA/ Chairman, CivicWave
Hideki Sunahara	Professor, Keio University Graduate school
Haruyuki Seki	CEO, Georepublic Japan LLC.
Nobuhiko Nishio	Professor, Ritsumeikan University
Shinichiro Haruyama	Professor, Keio University Graduate school
Keita Hakoda	Yahoo Japan Corporation

Target Attendee

- Companies seeking new business using space information
- Companies wanting to further develop current business by utilizing space information
- Decision makers including management



Target related technology

- Various products and services related to space information utilization technology

Indoor positioning/ Quasi-Zenith satellite/ Drone/ Remote sensing/ Foundation map IoT/ AR/ ITS/ Autonomous Driving/ Navigation/ Manufacturing process management for industries/ Smartphone applications/ GIS/ LiDAR/ O2O/Location Based Marketing/ Logistics service etc.

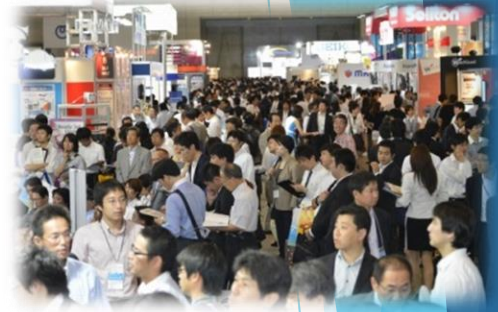
Location Business Japan Planning composition

Various Exhibition (Booth exhibition / Theme zone exhibition)

An exhibition to showcase products, services and solutions.
You can choose to exhibit at the booth that enables maximum promotion as your own booth or to exhibit at the packaged theme pavilion.

RAW space exhibition plan

- Quasi-Zenith Satellite Utilization zone
- Location information big data zone
- Next-generation mobility zone **NEW!!**
- Sports Tech Solution zone **NEW!!**



RAW space

- 1booth / 3m x 3m / 9m² : **JPY 420,000(excluding Tax)**

《 Exhibit Fee includes 》

- Booth space (1booth/3m × 3m = 9m²)
- One Barcode reader device rental
- Hyperlink to Your Official Website
- Exhibition invitation ticket

*Please note, application after the deadline may limit promotion privileges on printing materials.
Tentative reservation of booth positions is possible until October 31. (Over 4 booths)

Specialized Zone

- Ordinary Price / 3m x 6m / 18m² : JPY840,000 → **JPY 600,000(w/o Tax)**

《 Exhibit Fee includes 》

- Booth space (1booth/3m × 3m = 9m²)
- One Barcode reader device rental
- Hyperlink to Your Official Website
- Exhibition invitation ticket

*Please note, application after the deadline may limit promotion privileges on printing materials.
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Quasi-Zenith Satellite Utilization zone

[Products / Services]

- Receiving machine
- Use of beacons
- Drone surveying
- I-construction
- Self-driving
- Walking navigation
- Disaster information delivery

[Target attendee]

- Local government official
- Facility Management
- Commercial facility management
- Public transportation company
- Service related
- Electric and gas fields
- Energy field
- etc.

Location information big data zone

[Products / Services]

- Open data
- Anonymous processing information
- Movement history
- Location marketing
- Behavior analysis
- Big data utilization, analysis
- Traffic information, MaaS service
- Position information game
- LiDAR
- Sensing

[Target attendee]

- Marketing
- EC company
- New business development
-
- Logistics
- Transport
- Surveying field
- Security, surveillance
- Agriculture, Forestry and Fisheries
- etc.

Sports Tech Solution zone

[Products / Services]

Companies that create open innovation centered on sports events

- AR / VR
- Wearable maker
- Signage maker
- IoT / AI
- Haptics
- Block chain
- etc.

[Target attendee]

Sports related companies
Sports facility management company
Health union, care, hospital
Professional sports competition group
Sports group, association
Sports retailer, mass retailer, wholesaler
Broadcast related business
etc.

Next-generation mobility zone

[Products / Services]

- In the field of "next-generation mobility" with digital technology
Companies promoting new entry and innovation
- Mobile operator / related person
- New service · Application development company
- Network related service provider
- Transportation related system development and provider
- Start-up company

- Vehicle-related manufacturer

- Electric car - Self-driving car - Low speed small car
- Related parts manufacturer
- Electric wheelchair handle type electric wheelchair
- Electric motorcycles Electric assist bicycles
- Welfare vehicles · Welfare equipment
- For wheelchair type wheelchair Wheelchair type bicycle · Wheeler
- etc.

- Automotive related technology

Sensing / ADAS Technology, IoT Solution, Dynamic Map
Cyber security, design and development solutions
etc.

- Operators working on new transportation services such as MaaS
- Car maker · Railway · Public transport · Allocation service · Sharing business, ride share, car (Taxi, car rental, private car), bicycle
- etc.

[Target attendee]

Car manufacturer
Auto parts manufacturer
Corporate car user
Local government official
Facility Management
Commercial facility management
Public transportation company
Service related
Electricity and gas field
Energy field
etc.

Counter booth

《 Exhibit Fee includes 》

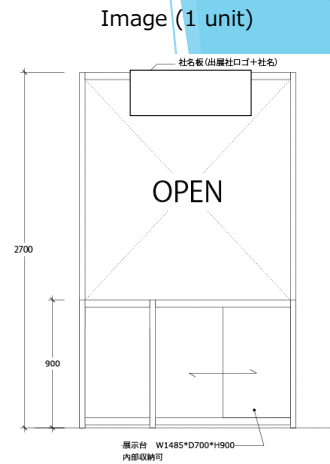
- + Booth space (1unit/W1500 × D700 × H2700)
 - Power Outlet x 1 (100V /0.5kw / A2 spec plug {2}
 - Spotlight

※There's a possibility that booth specifications will change. Please acknowledge it beforehand.

※There is no wall on the back and it is open space, but the panel can be hung up.

- Exhibition booth introduction on website
- Offer exhibition invitation ticket
 - ※ Barcode reader is a paid rental

Exhibition fee: JPY 150,000 / unit (w/o tax)



■ Location Business Japan 2020 Speaking Opportunities

Sponsor Keynote

- Logo exposure as a sponsorship frame on the top page of the website
- Introduce a lecture on the website
- Provide 1 slot of Large-scale lecture (keynote)
【Capacity:500】
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires

Sponsored fee: JPY 3,000,000 (excluding tax)

Classroom

- Logo exposure as a sponsorship frame on the top page of the website
- Provide 1 slot of seminar at the exhibition hall
【Capacity : 80】
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires

Sponsored fee: JPY 800,000 (excluding tax)

MPO (Marketing Promotion Opportunities)

To further increase the exhibit effect "Marketing Promotion Opportunities"



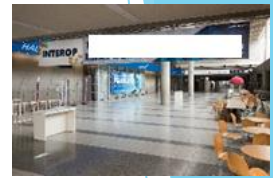
■ Plaza Billboard / 2 Limited
JPY 1,800,000
(excluding tax)



■ Glass surface banner / 3 Limited
JPY 1,800,000
(excluding tax)



■ AD banner set/ 3 Limited
JPY 1,200,000
(excluding tax)



■ Isle Sign Set / 5 Limited
JPY 900,000
(excluding tax)

Meeting space



■ A Type / Reception Type
JPY 300,000
(excluding tax)



■ B type / Meeting type
JPY 280,000
(excluding tax)

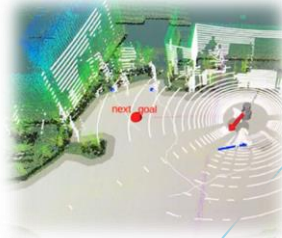
Equipment

- System (part acrylic window)
- Door (with key)
- Company name plate
- Spot light (100W 4 light)
- Outlet (100V 0.5 Kw 2-pin plug)
- 《 Option 》
- 1 horsepower spot cooler
JPY100,000 (excluding tax)
- Additional Electric / Telephone / Fax
- Catering
- ※ Please contact the secretariat

Special Project *2019

■ NextGEN / Service Robot / Demonstration (Demonstration run area)

Demonstration plan focusing on basic technology "LiDAR" for automatic driving.
"Nextgen Service Robot Demonstration"
We directed the location of Business Japan in a dynamic demonstration.



Support with various promotional tools, from the before the event to the end

News (Website)

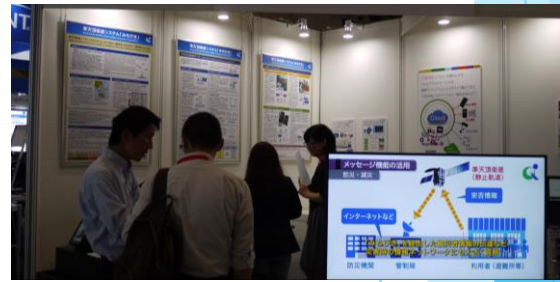
Post campaigns and new product information at exhibition booths to be held during the exhibition and use them for promoting mobilization to the exhibition booth.
This news will be posted on the top page on the official website.
Always display the latest 5 news items, other news are also stored and can be viewed anytime.

Interop Summit (including Co-located Events)

VIP Party holding at the night of the first day of the exhibition every year.
Top executives from government officials, lecturers, visitors, exhibitors, academic organizations, etc. participate, giving opportunities to interact with them.



Inside venue image



**Location
Business
Japan 2020**





Location Business Japan 2020

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