EXHIBITOR BROCHURE

NFC & Smart WORLD 2013

Reserve Your Space Now!









March 5(Tue.)–8(Fri.), 2013

TOKYO BIG SIGHT, JAPAN

Application Deadline October, 12, 2012

Organizer : Nikkei Inc.
www.shopbiz.jp/en

Overseas Contact Office
Space Media Japan Co., Ltd.
Phone : 81-3-3512-5670
E-mail : tradefairs2013@smj.co.jp

The only domestic to introduce the latest trend of Near Field Communication "NFC".

NFC is the international standard for near field communication that is compatible with "FeliCa" and "Mifare" of the contactless Smart Card standard and it has already started being loaded in smart phone overseas; therefore, a new service is about to be launched with utilizing NFC in mobile payment and marketing field at the same time. In this exhibition, it introduces various service solutions with utilizing NFC while introducing the latest trends for NFC related technologies as well.

In addition, a wide range of products and services related to smart phone which are rapidly becoming widely used in recent years, of smart devices such as Smart cards and RFID, of wireless technology which realizes comfortable life and business environment, as well as of applications using these devices and technologies, such as in Payment marketing, security, M2M and IoT, will be introduced.

GENERAL INFORMATION

Title	**NFC & Smart WORLD 2013**
Dates	**March 5(Tue.)-8(Fri.), 2013**
Opening hours	**10:00am-5:00pm** (until 4:30pm on the last day)
Venue	**Tokyo International Exhibition Center "TOKYO BIG SIGHT"** (3-10-1, Ariake, Koto-ku, Tokyo 135-0063 JAPAN) (www.bigsight.jp/english)

Organizer	Nikkei Inc.
Number of visitors	150,000 (expected, including visitors to RETAILTECH JAPAN, SECURITY SHOW)
Number of exhibitors	40 (expected)
Number of booths	100 (expected)
Held in conjunction with	RETAILTECH JAPAN, SECURITY SHOW, JAPAN SHOP, ARCHITECTURE + CONSTRUCTION MATERIALS, FRANCHISE SHOW, LIGHTING FAIR
All exhibition exhibitors number	1,270 (expected)
All exhibition booths number	3,480 (expected)

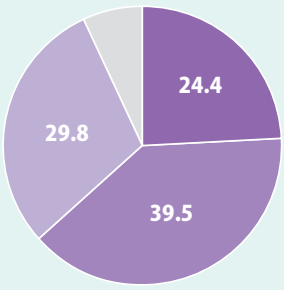
WHO IS NIKKEI ?
(e.nikkei.com)

Nikkei Inc. is Japan's leading supplier of business, economics and financial news, which provides through a variety of different media such as publishing, broadcasting, Internet and exhibitions.

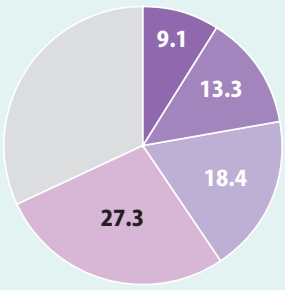
WHO SHOULD ATTEND

Banks, Credit Card Issuers and Acquirers, Distribution and Logistics Companies, Government Agencies and E-Government Serviced Departments, Payment Transactions Acquirers, Retailers Accepting and Issuing Cards, Retailers Adopting RFID Technologies, Solutions Providers to the smart card industry, Systems Integrators, Telecoms and Mobile Network Operators, Terminal Vendors and Software Suppliers, Transport Operators, Vendors of smart card products and devices

Level of benefit



Decision-making authority in purchasing



The exhibits that interested you most (Multi-answers)

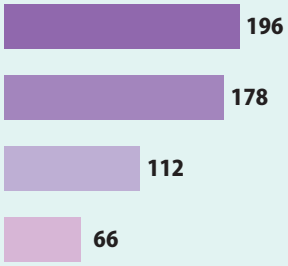


EXHIBIT CATEGORIES

NFC
IC Chip Set, Reader / Writer, Software, Middleware, TSM, Smart Phone / Mobile Device, Smart Card, Smart Tag, SIM Card, Smart Phone Application, Smart Poster, P2P, Solutions with NFC (Payment, Traffic, Store, Marketing, Social Network, Entertainment, etc)

Smart Phone / Mobile
Smart Phone / Tablet PC, Smart Phone Application, HTML5, Platform for Smart Phone, SaaS (Inventory Management, Sales Management, Ordering System, Groupware, HR / Time Recording Management, Maintenance, Video feed, CMS, etc) for Smart Phone, Security for Smart Phone, Mobile Marketing, Coupon Feed, Digital Promotion with SNS, Cloud Computing

Digital Payment
Credit Card, Digital Money, Gift Certificate, Prepaid Card, Point Card, Payment Network, Payment Terminal, Reader / Writer, Payment Package, Payment Service for Online Shopping, Credit Authorization, Settlement-Related CRM Solution, PCI DSS

Smart card / RFID
Various Smart Card Solutions, Reader / Writer, Label Printer, Employee ID Card / Student ID Card, Social Security Card, Office Security, Various RFID Solutions, Production Process Management, Inventory Management, Merchandise Control, Asset Management, Traceability, Logistics Solution

M2M
IC Chips for Various Purpose, Embedded Device, Near Field Wireless Technology (ZigBee, TransferJet, Bluetooth, UWB, etc), Wireless Sensor Network (Smart Meter, Management for Buildings and Residences, Energy Consuming Control, Medical Device / Health Control, Crime / Disaster Prevention, Food / Agriculture, Traffic / ITS, etc.), IPv6 Related Technologies, IP Network Equipment System, Network Monitoring System, Real-Time Location System, Data Server

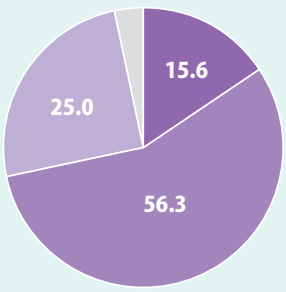
CONFERENCE

Seminars
Nikkei will invite experts from Japan and overseas to seminars to be held concurrently with the exhibition. They are handpicked to share their experiences and knowledge and to discuss the latest trends in NFC, smart card and RFID technology.

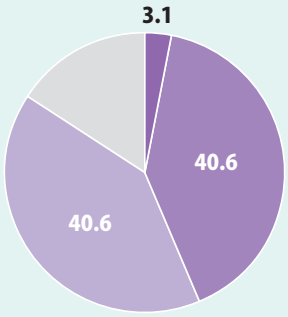




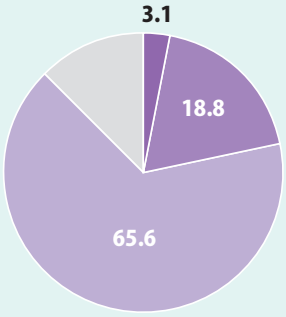
Exhibitor's impressions



Number of targeted visitors



How was the business meeting?



From the exhibitor / visitor survey of 2012 show

MARKETING CAMPAIGN OVERVIEW

We conduct diversified advertising and publicity activities, including providing information through the media of the Nikkei Group's Nihon Keizai Shimbun (circ. 3 million) and Nikkei Marketing Journal. We also conduct marketing activities with industry publications and related organizations, as well as direct mail campaigns, use Nikkei's long-estimated web site locations, and undertake email marketing activities.

Newspaper (e.nikkei.com)

Announcements, articles and advertisements in The Nihon Keizai Shimbun, the premier daily business newspaper in Japan, and the Nikkei Group papers (Nikkei's flagship publication "The Nihon Keizai Shimbun" reaches on estimated 3 million readers, including Japan's top business executives and influential opinion leaders.)



Mail Magazine

More than 2,000,000 of email shots sent to registrants, industry insiders and persons concerned

Website (www.shopbiz.jp/en)

The comprehensive exhibition website, providing the latest news on the retail industry and retail IT as well as an extensive database on exhibiting companies, has up to 2,706,191 page views per month, and allows attendees to register online.



Direct Mail

More than 200,000 direct mail pieces sent to past attendees, industry insiders and supporting organizations

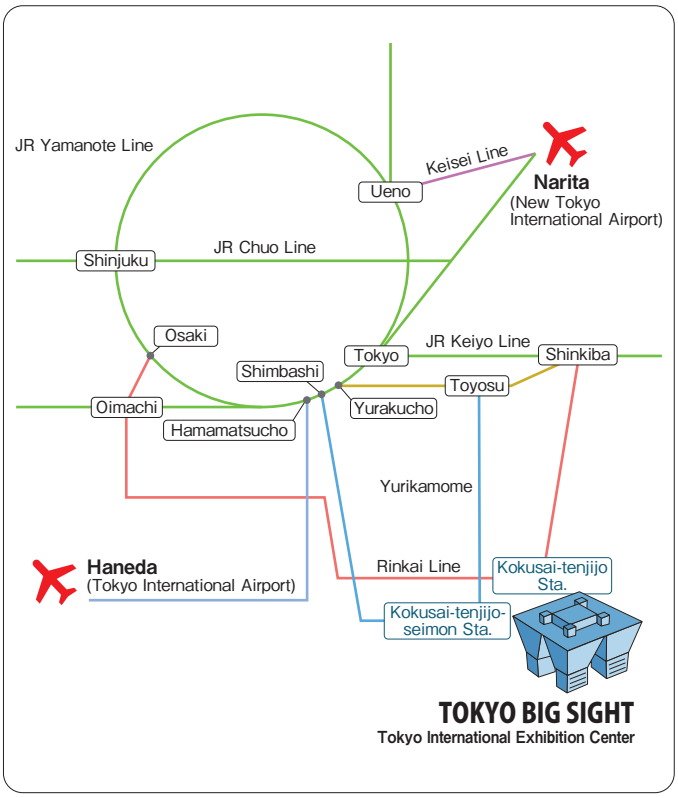


Hall Map

Copies of the map of the venue indicating the locations of exhibitor booths will be distributed to all visitors. The same map will be posted on the website for prior confirmation. You can also view it at the exhibition venue by using a smartphone application to assist yourself in finding a destination booth.



ACCESS MAP



Train

Rinkai Line

Shinkiba (JR, Subway) — Approx. 5 minutes
Osaki(JR) — Approx. 13 minutes
→ Kokusai-tenjijo — Approx. 7-minutes walk from Kokusai-tenjijo Sta. → TOKYO BIG SIGHT

Yurikamome

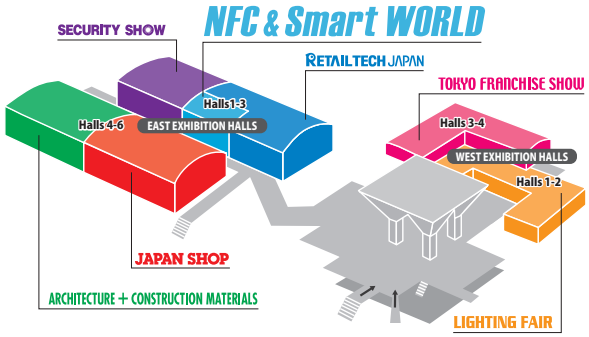
Shimbashi (JR, Subway) — Approx. 22 minutes
Toyosu (Subway) — Approx. 8 minutes
→ Kokusai-tenjijo-seimon — Approx. 3-minutes walk from Kokusai-tenjijo-seimon Sta. → TOKYO BIG SIGHT

Airport Bus (Limousine Bus, Keihin Kyuko Bus)

Haneda Airport	Approx. 25 minutes	TOKYO BIG SIGHT
Narita Airpost	Approx. 60 minutes	Tokyo Bay Ariake Washington Hotel (3 minutes walk)

Please note that some buses may only be available during times of events being held.

TOKYO BIG SIGHT www.bigsight.jp/english/



APPLICATION GUIDELINE

Exhibition Fee (tax included) :

¥420,000 for the first booth
¥367,500 for each subsequent booth

The above price includes a 9m² (3mx3m) display area with back and side walls, a listing in the NFC & Smart WORLD official website.

Booth Rental :

1 Booth = 9 square meters
(3m wide x 3m deep x 2.7m high)

The above price does not include the cost for any displays, signs, lighting, carpets, furniture or electrical power. Please use the Decorating Package shown on the right, or exhibitors may obtain any necessary furnishings independently.

Exhibitor introduction :

Exhibitor information will be carried on our official website through a year (in English and Japanese). The official website can be also linked to exhibitors' own websites.

Application Deadline : October 12 (Fri.), 2012

Please send application form by fax and your product catalogue by post to the Overseas Contact Office.

Payment :

Payment deadline : within three weeks of the issuance of the invoice

Upon receiving the application form, the Overseas Contact Office will issue an invoice for the participation fee. Applicants are not considered to be exhibitors until the payment has been received.

The exhibition / optional decorating package fee in full must be paid by the exhibitor. Any bank charge accruing from transferring the fees invoiced by the Overseas Contact Office must be borne by the exhibitor.

The Overseas Contact Office will collect a reasonable surcharge in cash from the exhibitor in Japanese yen during the exhibition if there is any deficiency in the payment made by the exhibitor.

Cancellation :

If an exhibitor cancels an application for any reason, or reduces the number of booths applied for, the following cancellation charges must be paid depending on the date of cancellation.

from the formal application date to November 15, 2012	**50**% of exhibition fee
After November 16, 2012	**100**% of exhibition fee

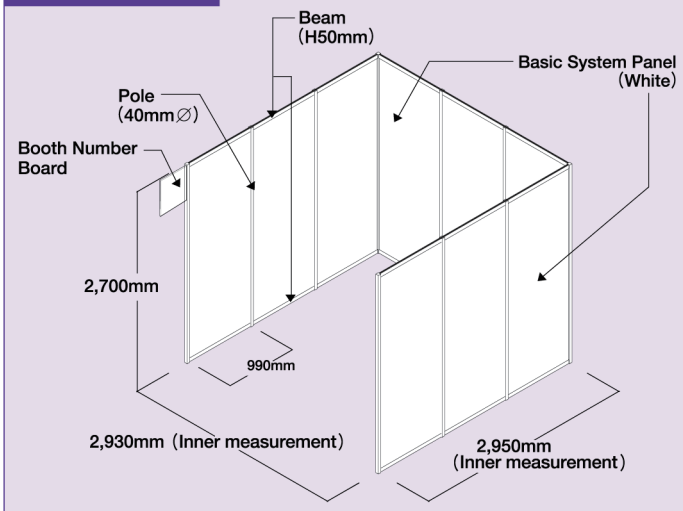
Layout :

The exhibit hall is located in East Halls 2 of TOKYO BIG SIGHT.

Booth Location :

Booth locations will be decided at the exhibitor briefing session held on December 5, 2012. Exhibitors will draw lots and choose a booth location in the session. If an exhibitor or its representative cannot attend it, the Organizer will allocate the exhibit space.

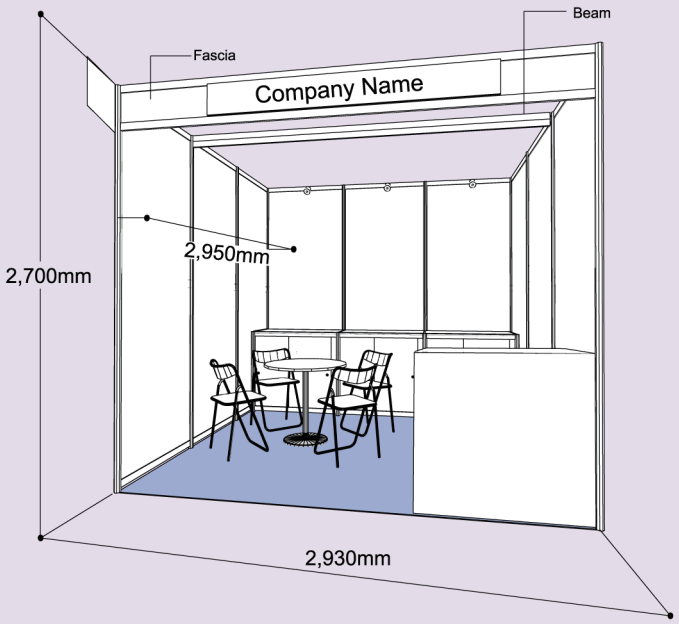
Standard booth



Back and side walls included in the exhibition fee.

Decorating Package (optional)

1 Booth



Decorating Package includes the following :

- Needle-punch Carpet
  Carpet Color : Red, Orange, Green, Blue, Brown
- Beam (Ceiling Structure) x 1
- Fascia x 1
- Company Name Board x 1
- Booth No. board
- Round Table (600mmø) x 1
- Pipe Chair x 4
- System Display with Storage x 3 (W990 x D495 x H920mm)
- Reception Counter x 1 (W900 x D450 x H800mm)
- LED Spotlight (7w) x 3
- 100V outlet (up to 900w, 2plugs) x 1
- Electrical Installation 1kw
- Power Supply Usage Fee 1kw

Total Amount (tax included)

1 Booth ¥131,250 **2 Booths ¥195,300**

(For more detail, please contact the Overseas Contact Office.)

NFC & Smart WORLD 2013 March 5(Tue.)-8(Fri.), 2013 at Tokyo Big Sight

EXHIBITOR APPLICATION FORM

RETURN TO : SPACE MEDIA JAPAN

FAX : +81-3-3512-5680

E-mail : tradefairs2013@smj.co.jp

Application Deadline
October 12, 2012

Please type or print in English using BLOCK LETTERS.

We, the undersigned, hereby make application for exhibit space in the exhibition and declare that all obligations, rights and duties resulting from this application are to be governed by the Exhibition Rules set forth by the Organizer, which we have read and to which we agree.

Exhibitor name (It will be displayed on the website and the company name board at the venue.) :

Name of company : (If it is different from the above.)

Address of head office :

Country : Telephone : Fax :

E-mail : Website :

Name of President : Person in charge :

Department in charge and address :

Paid-up capital : Date of establishment : Number of employees :

Contents of your business (within 40 words) :

Exhibit description (within 20 words) :

Space requirements : To be completed by an authorized representative of the organization applying to exhibit.

Total booth space : ☐ **booths** (1 booth unit : 9m² = 3m × 3m)

Fee : ¥420,000 for the first booth
¥367,500 for each subsequent booth **Sub-total** ¥ ..... ①

Decorating Package : ☐ **one booth** ☐ **two booths**

Fee : ¥131,250 for one booth
¥195,300 for two booths **Sub-total** ¥ ..... ②

Total amount (①+②) ¥

Will you attend the exhibitor briefing session? : ☐ Yes, please send further information.

Contact person / Representative in Japan : Company :

Department :

Address : E-mail :

Phone : Fax :

Signature : Date :

* The above information will be transferred for NFC & Smart WORLD 2013 official website.

Exhibition Rules

① Enforcement of Rules

Exhibitors must abide by the rules and provisions set in the Exhibition Bylaws (part of which are stated in "Rules on Exhibition" explained below) which will be presented by the Organizer. If the Organizer determines that an Exhibitor has violated any of these rules, the Organizer has the right to, at any time, refuse the application for exhibition or revoke the right for participation, as well as to order the removal of, or changes to, booths, exhibits or decorations. The Organizer's decision and the reasons for such decision will not be disclosed. Moreover, the Organizer will not compensate the Exhibitor or related parties for any damages resulting from advance payment or any other damages caused by the revocation of an exhibition, or the removal of, or changes to, booths, exhibits or decorations.

② Eligibility requirements for Exhibitors

2-1 Exhibitors shall be limited to corporations and organizations providing products and/or services that meet the purpose of the exhibition prescribed by the Organizer.The Organizer shall, based upon its own standards and at its sole discretion, have the right to decide whether an applicant and its products and services are appropriate for the exhibition. In the event of any of the following, the Organizer may withhold or turn down the application of any corporation or organization. If such is the case, the Organizer will not disclose the reason for its decision.
[The Organizer may withhold or turn down an application if:]
• There is any false or incomplete statement on the application form;
• Any of the applicant's exhibits is deemed inappropriate for the purposes of theexhibition;
• The applicant is deemed to have infringed on the rights of any third party;
• The Exhibitor is deemed to have infringed on the rights (intellectual property rights, portrait rights, etc.) and/or privacy of any third party.
• Complaints from other exhibitors and/or visitors are anticipated;
• Any proceeding for bankruptcy is filed by or against the applicant; or
•The Exhibitor is found to be or have been an antisocial force (which refers to organized crime groups, affiliated groups, etc. as defined by the Act on the Prevention of Unjust Acts by Organized Crime Group Members). A party entering a contract with the Exhibitor for the purpose of the exhibition (including but not limited to construction work consignees) is found to be an antisocial force.
• The applicant is deemed unfit to participate in the exhibition for any other reason.

2-2 On-site sales of products (spot sales) and provision of fee-based services are prohibited at the exhibition site.

2-3 The number of booths to be applied for by a co-exhibitor must be equal to or more than the number of its co-exhibiting companies/organization. For example, any co-exhibitor comprising of two companies are not allowed to apply for only one booth.

2-4 If the Organizer determines that an Exhibitor has violated the Exhibition Rules or other rules after the application for participation has been formally accepted, the Organizer shall have the right, in its sole discretion, to revoke the Exhibitor's eligibility for participation.

③ Application for Exhibition and Payment of Exhibition Fee

3-1 The Organizer will request that the exhibition fee be paid after the Exhibitor's application form has been received through the Overseas Contact Office. The Exhibitor shall remit this fee to the designated bank account by the prescribed deadline. If the exhibition fee is not remitted by the date designated by the Organizer, the Organizer has the right, in its sole discretion, to revoke an Exhibitor's application.

3-2 The formal application date for the exhibition shall be the date on which the Organizer receives the application form and the payment of exhibition fee. Exhibitors should make copies of their application form and other documents to be submitted for their own records and then fax or Email the originals to the Overseas Contact Office.

④ Cancellation

4-1 After the formal application, the Exhibitor is not permitted to withdraw or cancel an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, inits sole discretion. If all or part of an exhibit is to be withdrawn or cancelled due to unavoidable circumstances on the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee. If thenumber of booths is reduced after application, a cancellation fee will be charged according to the reduced amount.

4-2 Cancellation Fee
• 50% of exhibition fee: from the formal application date to November 15, 2012
• 100% of exhibition fee: on or after November 16, 2012

4-3 If the amount of damage to the Organizer exceeds the cancellation charge, the excess amount will be charged separately.

⑤ Allocation of Exhibition Space NFC & Smart WORLD 2013

5-1 Exhibit space allocation will be determined by the exhibitor drawing lots at theexhibitors' briefing session held in December. If an exhibitor or its representative is unable to attend the session, the organizer will allocate their exhibit space.Once the location is decided by this lottery, the exhibitor can not object to or change their location.

5-2 The Exhibitor is strictly forbidden from exchanging with, or assigning / leasing out to,other companies or organizations all or part of their exhibition space that has been determined by the Organizer.

5-3 The Organizer may, in its sole discretion, change the location of booths and the overall layout if:
- An instruction or order is issued by the competent police department, fire department, health center or any other authorities, or
- There are any cancellations of applications for the exhibition.

⑥ Submission of Documents

After the Organizer's receipt of the Exhibitor's application, the Exhibitor shall submit all documents requested by the Organizer by the prescribed date. In the event of any delays by the Exhibitor, the Organizer will determine, in its sole discretion, whether or not the applicant is eligible for participation.

⑦ Rules on Exhibition

7-1 Corporations and organizations and their products, services, etc. indicated on the Application form are eligible for exhibition. Please note that companies affiliated with or related to the aforementioned eligible parties or corporations and organizations that exist within the same group or partnership as said parties may be prohibited from exhibiting their products, services, etc. or displaying their company name, etc. within the exhibition booth of said parties should they not be indicated on the Application form.

7-2 If any changes occur in the corporation or organization itself, or in the content ofthe exhibit stated in the application form/products and services listed in the documents attached to the application, the Exhibitor must immediately notify the Organizer of such changes.

7-3 The manner in which decorations and exhibits are to be moved in and out of the exhibition site as well as the exhibition format shall be prescribed in the Exhibition Bylaws/Submitted Documents provided by the Organizer, which the Exhibitor shall comply with.

7-4 The Exhibitor is not permitted to engage in any exhibition, advertising, or mar- keting activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitoris assigned exhibition booth. The Exhibitor shall also refrain from obstructing the activities of neighboring exhibitors. The Organizer will determine, in its sole discretion, the existence/non-existence of such obstruction and the Exhibitor shall accept this determination and abide by any orders issued by the Organizer.

7-5 The Exhibitor shall refrain from causing harm to, or disturbing others and shall not use displays with strong light, heat, odor or loud sound. If the Organizer determines that any display is causing considerable harm or disturbance to others, the Organizer may, in its sole discretion, suspend or change such display as it sees fit. Moreover, it is prohibited for displays and/or performances to use open flames (naked flames), smoke, smoke machines, neon tubes, etc.

7-6 Exhibitors are to strictly observe the venue's fire prevention and safety regulations.

7-7 If the Organizer determines any acts to be harmful or disturbing to the visitors or Exhibitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period, the Organizer may decide, in its sole discretion, that an exhibit be suspended or that future application for exhibition be declined, which the Exhibitor shall comply with.

7-8 The Organizer shall not be held responsible in any way for business talks or the content of contracts entered into between Exhibitors and visitors during, before or after the exhibition.

7-9 The Exhibitor may take photographs of the panoramic view of the exhibition site after first notifying the Organizer. The Exhibitor may take photographs of other Exhibitors' booths after first obtaining the relevant Exhibitors' prior written approval.

⑧ Handling of Personal and Private Information

8-1 Exhibitors that acquire personal information through the exhibition must comply with Personal Information Protection Laws and other applicable laws. The purpose in which the data is to be used should be disclosed and given notice. Especially in the case of when "Personal Information"is offered to a third-party, please be sure to get consent from the entity that the information was acquired.

8-2 Exhibitors should take appropriate management and administration of personal information using "information protection systems" as stated by law.

8-3 If Exhibitors are asked to disclose, revise, add, delete, stopusage of, object to, or taken legal action in the usage of personal information acquired through the exhibition, they should take appropriate action as stipulated under the law.

8-4 If any problems occur between the Exhibitor and the entity that the information was acquired in the usage of personal information acquired through the exhibition, the dispute should be settled by discussion between the two parties. The Organizerwill assume no responsibility whatsoever.

⑨ Damages

9-1 The Organizer shall not be held responsible in any way for any damages to persons and/or properties arising for any reason from the use of the exhibition space or the exhibition's official web site by the Exhibitor, its employees or any other related parties.

9-2 The Exhibitor shall make immediate compensation for any damages to the struc- tures or equipment in the exhibition hall and nearby area that are the result of carelessness on the part of the Exhibitor's employees, related parties or agents.

9-3 The Organizer clearly disclaims responsibility for any disputes between an Exhibitor and a third party about the Exhibitor's product or service. The Exhibitor must settle such disputes at its own responsibility and expense, and thus hold the Organizer harmless. If the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and immediately compensate the Organizer.

9-4 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is directly caused by an act of God, infectious disease or force of nature.

9-5 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are the result of natural disasters, traffic delays or social unrest.

9-6 The Organizer shall not be responsible for any misprints or typographical errors occurring in the promotional materials.

⑩ Infectious Disease

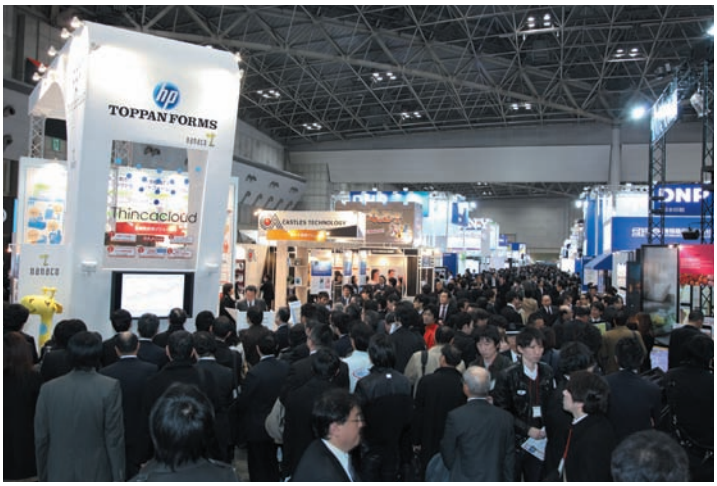
The Organizer may withhold or refuse the participation of an applicant to the exhibition if the applicant is from any country or city which is on the WHO's list of areas with local transmission of any infectious disease. At its own discretion, the Organizer may ask an applicant to submit relevant documents about any infectious disease even if the applicant is from a country or city which is not on the WHO's list of areas with local transmission.

⑪ Visas

11-1 Foreign exhibitors who need a visa must make complete arrangements on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor.

11-2 Exhibitors who cannot exhibit due to being unable to obtain an entry visa into Japan, for whatever the reason, shall not have the right to claim, against the Organizer, compensation or a refund for arising damages.

NFC & Smart WORLD 2012 MARCH 6-9, 2012 TOKYO BIG SIGHT





















EXHIBITORS LIST

＊ Overseas Exhibitor

- A ACE KOUGYO
- AI & DI
- ALTECH
- ATHENA SMARTCARD SOLUTIONS
- B ATOMIC
- C B.U.G.
- ＊CardsNow!/PassAgeNow!
- ＊CASTLES TECHNOLOGY
- COMWORTH
- D CSE
- DAI NIPPON PRINTING
- DAITO ELECTRON
- F DATACARD JAPAN
- FELICA COMMON-USE FORMAT
- FELICA NETWORKS
- H FOR
- HEWLETT-PACKARD JAPAN
- I ＊HID GLOBAL
- IDENTIVE
- J INFINEON TECHNOLOGIES JAPAN
- JAPAN AUTOMATIC IDENTIFICATION SYSTEMS ASSOCIATION
- JAPAN IC CARD SYSTEM APPLICATION COUNCIL
- M MEDING
- N NIKKEI BUSINESS PUBLICATIONS
- P PINNACLE
- S SECURITAG ASSEMBLY GROUP
- SHINSEI PULP & PAPER
- SONY
- T ＊T.I.T. ENG
- TOPPAN FORMS
- U UKC ELECTRONICS
- UPM RFID/NFC TAGS.com
- V VERIFONE SYSTEMS

Overseas Contact Office

Space Media Japan Co., Ltd.
5-1-2F, Kojimachi, Chiyoda-ku, Tokyo, 102-0083 JAPAN
Phone 81-3-3512-5670 Fax 81-3-3512-5680

E-mail : tradefairs2013@smj.co.jp

Organizer

Nikkei Inc. Business Projects Department
Cultural and Business Projects Bureau
1-3-7, Otemachi, Chiyoda-ku, Tokyo, 100-8066 JAPAN