1. Exhibition Fee (tax included)

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>¥420,000</td>
<td>for the first booth</td>
</tr>
<tr>
<td>¥367,500</td>
<td>for each additional booth</td>
</tr>
</tbody>
</table>

Exhibition Fee includes:
- Booth rental
  - 1 Booth = 9 square meters (3m wide x 3m deep)
- Prices above do not include any costs associated with displays, carpets, signs, furniture or electrical power. Please use the optional decorating package shown right. Exhibitors may also obtain the necessary furnishings independently.
- Booth 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.

Notes:
1. Exhibitors who desire to co-exhibit are required to rent one booth each.
2. Registration of co-exhibitor information is ¥52,500 per co-exhibitor.

2. Application

Application Deadline: October 15, 2013

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

*Once all available floor space has been taken, no further applications will be accepted.

3. 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 exhibition fee. Applicants are not considered to be exhibitors until the payment has been received. The exhibition/package booth fee in full must be paid by the exhibitor. Any bank charge occurring from transferring the fees specified by the Office must be borne by the applicants. 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.

4. Booth Location

Booth locations will be decided in an exhibitor briefing session held on December 4, 2013. Based on the lottery and past exhibiting record, 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.

5. Cancellation of Space Booking

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

<table>
<thead>
<tr>
<th>Date of Cancellation Notice</th>
<th>Cancellation Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or before November 15, 2013</td>
<td>50% of Exhibition fee</td>
</tr>
<tr>
<td>After November 16, 2013</td>
<td>100% of Exhibition fee</td>
</tr>
</tbody>
</table>

*For further information, please refer to the Exhibition Rules.

DECORATING PACKAGE (Optional)

1. Booth (image)

Decorating Package includes the following:
- Needle-punched Carpet
- Trade show logo
- Counter (depth: 2000mm, width: 800mm, height: 1200mm)
- Smoother Structure x 1
- Escalator
- Company Name Board x 1
- Booth No.: Board
- Sound System (B) 990mm x 1
- Folding Chair x 4
- System Display Box with Storage x 3
- Receptacle x 1
- Reception Counter x 1
- Company Name Board x 1
- LED Spotlight (1W x 4)
- 12V Unit (up to 50W, 2x plug) x 1
- Electrical Installation Fees
- Power Supply / Usage Fee

Total Amount (tax included)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 booth</td>
<td>¥131,250</td>
</tr>
<tr>
<td>2 booths</td>
<td>¥195,300</td>
</tr>
</tbody>
</table>

For more details, please contact the Overseas Contact Office.

Overseas Contact Office
Space Media Japan Co., Ltd.
5-1-3F, Kojimachi, Chiyoda-ku, Tokyo 102-0083 Japan
Tel: +81-3-3512-5670 Fax: +81-3-3512-5640
E-mail: tradefairs2014@sjm.co.jp
**INTRODUCTION**

“RETAILTECH JAPAN” is the largest trade show in Japan especially focusing on the distributors and retailers as visitors. It will showcase the cutting-edge retail information technology devices and systems which support the business of the logistics industry by bringing together the retail solutions including POS systems, payment systems, head-office system for chain stores, and inventory control systems and logistics. In recent years, systems making use of omni channel and tablet PC for the settlement, and utilization of big data are also drawing attention.

“NFC & Smart World” is the Japan’s only specialized exhibition to introduce the latest trend of "NFC" which is the ISO standard for Near Field Communication, and also to showcase electronic funds transfer, marketing, and IC cards. In Japan, NFC has been loaded into smartphones one after the other and thus, it is expected to have a growing number of scenes for application and utilizing of NFC hereafter. Furthermore, when the Bill of "My Number (the Social Security and Tax Number) System in Japan" is passed and most of the Japanese will possess the number, the size of market in the related fields is said to become as big as 3 trillion yen. This will be the excellent opportunity for you to promote your business in Japan. Why not consider participation in this exciting exhibition?

**GENERAL INFORMATION**

**Title**
RETAILTECH JAPAN 2014
NFC & Smart WORLD 2014

**Dates**
March 4 (Tue.) – 7 (Fri.), 2014
10:00 am – 5:00 pm (until 4:30 pm on the last day)

**Organizer**
Nikkei Inc.

**Admission Fee**
2,000 yen per person

**Who is Nikkei?**
(http://www.nikkei.com)
Nikkei is Japan’s leading supplier of business, economic and financial news, through a variety of media such as publishing, broadcasting, the Internet and exhibitions.

**VENUE**
Tokyo International Exhibition Center
“TOKYO BIG SIGHT” East Halls

Seven specialized shows under one roof!

**Type of Industry**

<table>
<thead>
<tr>
<th>Type of Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailer</td>
<td>43.1%</td>
</tr>
<tr>
<td>Wholesaler</td>
<td>8.8%</td>
</tr>
<tr>
<td>Other, N.A.</td>
<td>58.1%</td>
</tr>
</tbody>
</table>

**Power of decision on purchasing**

- Have little influence: 26.9%
- Decision maker: 13.6%
- Have some influence: 22.4%
- Have strong influence: 23.5%

**EXHIBITOR QUESTIONNAIRE**

- Intention to exhibit at next show: 35.6%
  - Definitely will exhibit: 59.0%
  - Definitely will not exhibit: 6.3%
  - Might consider to exhibit: 26.9%
  - Will shelve: 7.7%
  - Stay the same: 8.6%

**EXHIBITOR QUESTIONNAIRE**

- Is your company’s NFC/IC card or tag business expected to expand?
  - Rapidly will expand: 11.4%
  - Will expand: 77.1%
  - Stay the same: 11.5%
  - Will shelve: 3.3%

**SHOW SCALE**

- **Number of Exhibitors: 1,600 companies (2013)**
- **Number of Booths: 670 booths (2013)**

**NUMBER OF VISITORS**

150,000 expected

**EXHIBIT AREAS AND CATEGORIES**

**PROMOTIONAL CAMPAIGN**

**Nikkei Media Group**
The exhibition will be effectively advertised and promoted through a various mediums of the Nikkei Media Group. Among them are The Nikkei (Japan’s number one business daily newspaper), The Nikkei Business Daily, The Nikkei M, The Nikkei Online Edition, and other professional journals. Our promotional campaign also includes publicity through TV Tokyo’s regular and satellite broadcasting networks.

**Direct Mail**
Direct mail is sent to prospective visitors including major buyers, utilizing the huge database of the Nikkei Media Group.

**Mail Magazine**
Promotions through a mail magazine to pre-registered visitors and visitors to previous events organized by Nikkei.

**Partnership with Industry Media**
Partnerships with trade newspapers and magazines from Japan and other countries for publicity and special events during the exhibition.

**Event & Seminars**
Up-to-date show information and the current trends of the industry are offered via our website throughout the year.
An ideal platform for new business and trade co-operation!
EXHIBITION RULES

1. Enforcement of Rules

Any violation of the rules shall be dealt with in accordance with the regulations set by the Organizers. The Organizers reserve the right to take any action deemed necessary to ensure compliance with these rules. All fines and penalties shall be paid by the exhibitor or exhibitors responsible for the violation. If the Organizers determine that a violation is intentional, they may take additional action, including immediate removal of the violator from the exhibition. The decision of the Organizers shall be final and binding.

2. Precaution for Exhibiting

Exhibitors must take reasonable precautions to ensure the safety of their exhibits and personnel. Exhibitors are responsible for providing adequate fire extinguishers and other safety equipment. The Organizers reserve the right to require additional safety measures if necessary. Exhibitors must also ensure that all exhibits are compliant with local regulations and standards.

3. Application for Exhibition and Payment of Exhibition Fee

Exhibitors must submit an application to the Organizers in accordance with the requirements set forth in the Terms and Conditions. The application must be submitted by the deadline specified in the schedule. The fee for participation in the exhibition must be paid in full by the deadline specified in the schedule. Exhibitors who fail to meet these requirements may be excluded from the exhibition.

4. Exhibition Space Allocation

The Organizers shall allocate exhibition space based on the size of the exhibit and the number of exhibitors. Exhibitors shall not sublet, assign, or transfer their exhibition space without the written consent of the Organizers. Any change in the nature of the exhibit may require prior approval by the Organizers.

5. Submission of Service Order Forms

Exhibitors shall submit service order forms to the Organizers at least two weeks prior to the exhibition. The forms must be completed and returned to the Organizers in accordance with the instructions provided. Failure to submit service order forms may result in additional fees or delays in providing services.

6. Visa

Exhibitors must ensure that all personnel involved in the exhibition have the necessary visas and work permits. The Organizers will provide general information on visa requirements, but exhibitors are responsible for obtaining the necessary visas and ensuring compliance with all immigration laws.

7. Outline of Rules on Exhibition

The Organizers reserve the right to make changes to the rules and regulations governing the exhibition. Exhibitors shall comply with all regulations and instructions issued by the Organizers. Any violation of the rules may result in cancellation of the exhibit, exclusion from future exhibitions, and other penalties as determined by the Organizers.

8. Handling of Personal and Private Information

The Organizers shall handle personal information of exhibitors in accordance with local data protection regulations. Exhibitors shall provide accurate and complete information as required by the Organizers. The Organizers shall take reasonable steps to protect personal data from loss, misuse, unauthorized access, disclosure, modification, or destruction.

9. Damages

The Organizers shall not be liable for any loss or damage to exhibits or personnel caused by exhibitors. Exhibitors shall be responsible for any damage to property or persons caused by their exhibits or personnel. The Organizers shall not be liable for any loss or damage caused by factors beyond their control.

10. Exclusion of Anti-Social Forces

The Organizers reserve the right to exclude any exhibitor or exhibitors who are deemed to be anti-social or otherwise unsuitable for participation in the exhibition. The decision of the Organizers shall be final and binding.

11. Emergency Measures

In the event of an emergency or other unforeseen circumstances, the Organizers shall have the right to make necessary adjustments to the exhibition schedule and procedures. Exhibitors shall cooperate with the Organizers in implementing any emergency measures.

12. Other

The Organizers reserve the right to make adjustments to the rules and regulations governing the exhibition as necessary. Exhibitors shall comply with all regulations and instructions issued by the Organizers. Any violation of the rules may result in cancellation of the exhibit, exclusion from future exhibitions, and other penalties as determined by the Organizers.

Date: (mm/dd/yy):

We, the undersigned, hereby make application for exhibit space in RETAILTECH JAPAN 2014 on NFC & Smart WORLD 2014 and declare that all obligations, rights and duties resulting from this application are governed by the Exhibition Rules set forth by the Organizers, which we have read and to which we agree.

Exhibitor name: [To be filled on the website and the company name board at the venue.]

Name of Company: [To be filled on the above.]

Address of head office:

Country: [To be filled on the above.]

Phone: [To be filled on the above.]

Fax: [To be filled on the above.]

E-mail: [To be filled on the above.]

Address: [To be filled on the above.]

Phone: [To be filled on the above.]

Fax: [To be filled on the above.]

E-mail: [To be filled on the above.]

Number of employees: [To be filled on the above.]

Number of contacts (10 words or less): [To be filled on the above.]

Number of contacts (20 words or less): [To be filled on the above.]

Space Requirement: To be completed by an authorized representative of the organization applying to exhibit, space fee included:

- Total booth space: 1 [To be filled on the above.]

Decorating package (to be included):

- Tent (one color)

1 booth: ¥131,500
2 booths: ¥263,000

- Tie

1 booth: ¥20,000
2 booths: ¥40,000

- Bag

1 booth: ¥16,000
2 booths: ¥32,000

Total Amount: [To be filled on the above.]

Please check all the exhibitions in which you will exhibit. Please also choose your zone if you will be exhibiting in RETAILTECH JAPAN, NFC & Smart WORLD, or both.

Exhibitor contact person:

Name: [To be filled on the above.]

Address: [To be filled on the above.]

Phone: [To be filled on the above.]

Fax: [To be filled on the above.]

E-mail: [To be filled on the above.]

Signature: [To be filled on the above.]

Date: [To be filled on the above.]

*Please send us your product catalogue by email.*

*The above information will be used for RETAILTECH JAPAN or NFC & Smart WORLD official website.*