



Japan's Largest Measurement / Control Technology Showcasing
Measurement and Control Show
2011 TOKYO

Date November 16(Wed)-18(Fri), 2011, 10:00-17:00

Venue TOKYO BIG SIGHT
(Tokyo International Exhibition Center, Ariake)
East Exhibition Hall 4

Concurrent Events

SYSTEM CONTROL FAIR 2011 INCHEM TOKYO 2011 Monodzukuri NEXT 2011

 **JEMIMA** Japan Electric Measuring Instruments
Manufacturers' Association

Nikkei Business Publications, Inc.

<http://www.jemima.or.jp>

Measurement and Control Show 2011 TOKYO

The measurement and control work is the key role as "Mother tool of industry", on the innovation of research, development, design, and manufacturing of all industries. As this market association, Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA) and Nikkei Business Publications, Inc. will hold the largest event "Measurement and Control Show 2011 TOKYO" on November 2011.

Since its first exhibition was in 1955, "Measurement and Control Show 2011 TOKYO" will be the 34th event. It has grown up consistently as a special exhibition of a cutting-edge technology and products of measurement and control. We make it an attractive event for all visitors to gather the information of measurement technologies, providing a variety of plans such as a keynote speech, special conference, and the JEMIMA committee seminars. The other exhibitions which visitors are similar will be held at the same time in the same place, you can expect a synergistic effect in the visitors' promotion.

We sincerely hope that you will be interested in becoming part of this significant event.

Exhibition Specifics

Duration and Opening Hours:

Three days from November 16(Wed) to November 18(Fri), 2011
10:00-17:00

Venue:

Tokyo Big Sight (Tokyo International Exhibition Center, Ariake),
East Exhibition Hall 4

Organized by:

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA)

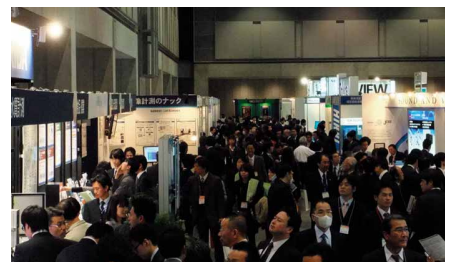
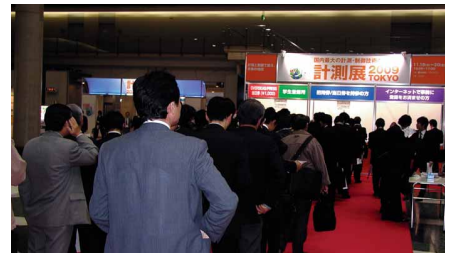
Co-organized:

Nikkei Business Publications, Inc.

Supported by (final approving pending):

Ministry of Economy, Trade and Industry
Ministry of Education, Culture, Sports, Science and Technology
Ministry of the Environment, Japan External Trade Organization (JETRO),
National Institute of Advanced Industrial Science and Technology

Expected number of visitors: 30,000



Exhibitor Registration

Exhibition stand fee(JPY):

One standard booth(9m²=3m x 3m):
¥388,500* (including consumption tax)
*The above rate means a basic booth
only with two panels and stall (area).

Application procedure

Please fill out an application for exhibit space (attached at the last page) and mail or fax it to Measurement and Control Show Management office.

Final closing date for booth space application

Due date for application: May 31(Tue), 2011

Support Menu for Exhibitors

Various support menu are prepared for exhibitors. Those will help to increase efficiency of your exhibiting and marketing.

Exhibitor Special Seminar

(Participation price)

¥168,000 (including consumption tax) / one topic

(Place) Seminar halls in Tokyo Big Sight Conference Tower

(Time) 45 minutes

(Number of seats) 70

*AV appliance necessary for the speech are provided.

Available numbers of sessions are limited, so please confirm availability in advance.

Rental Package Booth (Exhibit stand fee is not included)

Management Office would be able to supply the rental package booth decoration.

(Items)

Side/back panels, carpet, parapet, fluorescent lights, spot lights,
Electrical outlet, company name board, Display Table,

Information Desk, Folding Chair x1

(Price) (including consumption tax)

1 booth (3m x 3m x 2.7m) **¥126,000**

2 booth (6m x 3m x 2.7m) **¥231,000**

3 booth (9m x 3m x 2.7m) **¥315,000**

Exhibit Categories

Indicating Instruments

Ammeters, Voltmeters, Wattmeters, Frequency Meters, Power Factor Meters, AC-DC Transducers, Shunt and Multipliers, Instrument Transformers, Others

Electricity Meters

AC Watt-Hour Meters, DC Watt-Hour Meters, Remote Indicator Recorders, Accessories, Others

Electric Test and Measuring Equipment

Voltage, Current and Power Measuring and systems, Oscilloscopes, Audio/Video Test Equipments, Spectrum Analyzers, FFT Analyzers, Logic Analyzers and MDS, Semiconductor and IC Measuring Equipment, PC Board Test Systems, Component, Material Measuring Instruments, Transmission Characteristic Measuring Equipment, Network Analyzers, Radio Wave Measuring Equipment, Optical Measuring Instruments, Signal Generators and Oscillators, Recorders and Data Processing Equipment for Test and Measurement, Battery Measuring Instruments, Device and Materials Measuring Instruments, Learning Support System, Simulated Supply System, Production Inspection System, Other Electric Test and Measuring Equipment

Test and Measuring Instruments Applying Electronic Technology

Electric Physical Quality Measuring Instruments, Electric Chemical Analyzing Test Instruments, Electric Sensation Level Test Instruments, Test and Measuring systems Applying Electronic Technology, Electronic Measuring Instruments for Medical Application

Thermometers

Resistance, Temperature Sensor, Thermocouple, On-site Temperature Measurement, Radiation Thermometer, Infrared Thermography

Environment Measuring Instruments

Air Measuring Instruments, Water Quality Measuring Instruments, Bad Odor Measuring Instruments, Sound Level Measuring Instruments, Vibration Level Measuring Instruments, Automotive Emission Analyzers, Others

Radiation Measuring Instruments

Radiation Measuring Instruments, Radiation Monitors, Measuring Instruments Utilizing Radiation, Radiation Measuring Apparatuses and the Others

Measuring and Control Instruments for FA

FA Systems (Multi-Layer Systems, Single-Layer Systems), Components for FA (Field Instruments, Control & Measurement Instruments, Others), System Engineering (Basic Design, Customizes Software, Others)

Process Measuring and Control Instruments

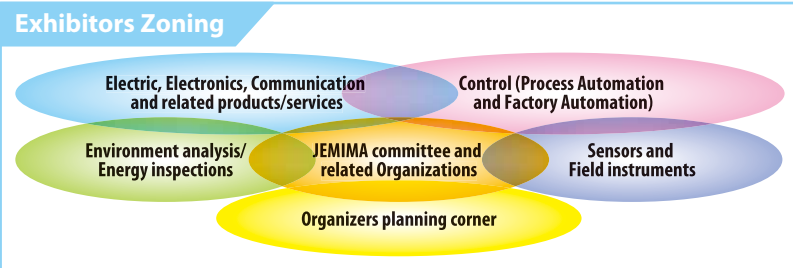
Transmitters [Detectors, Converters] and Transducers with Indicators (Thermometers, Flowmeters, Pressure Instruments, Level-Measuring Instruments, Process Analyzers, Other Instruments for Industrial Measurements), Receiving Instruments (Indicators and Recorders, Controllers, Auxiliary Instruments), Final Control Elements (Pneumatic Final Control Elements, Electric Final Control Elements, Others), Process Monitoring and Control Systems (Process Computer Control System, Digital Control Systems/Distributed Control Systems, Telemeter, Telecontrol Network, Multi-Point Monitoring and Control Systems, Control Systems for Special Use), Instrumentation Panels and Auxiliary Equipment (Instrumentation Panels, Operator Consoles, Auxiliary Equipment and Instruments, Maintenance Instruments), System Engineering (Basic Design, Package Software, Customized Software, Others)

Measurement and Control Technology for Solutions

Nanotechnology, Biotechnology, Robot Technology, Smart Grid, Fuel cell, Security, Network, Communications, Application Software, System Engineering, System Platform Products, SI, Explosion Proof Instruments, Others (Lease & Rental, Maintenance Support Service, Customized Solutions),

Exhibition Highlights

1. Exhibitors Zoning



2010 OSAKA Round Table

2. Organizers planning corner / JEMIMA committee seminar (schedule)

For the energy problem which has become a global issue, JEMIMA suggests a solution by using the latest measurement and control technology.

3. Keynote speech and Special conferences

Rich program such as "Keynotes" and "Special conferences" attracts many audience to introduce them to the latest technologies and new trend on measurement and control.

VISITOR PROMOTION

Our extensive marketing campaign draws on Nikkei BP's most trusted media solutions and direct mailing for quality customers.

- Advertising in magazines and news paper
- Website / email
- Direct mail



nikkei BP net
<http://www.nikkeibp.co.jp/>



Tech-On!
<http://techon.nikkeibp.co.jp/>



Directmail



NIKKEI ELECTRONICS



NIKKEI MONOZUKURI

Schedule

May 31(Tue), 2011: Final closing date for booth space application

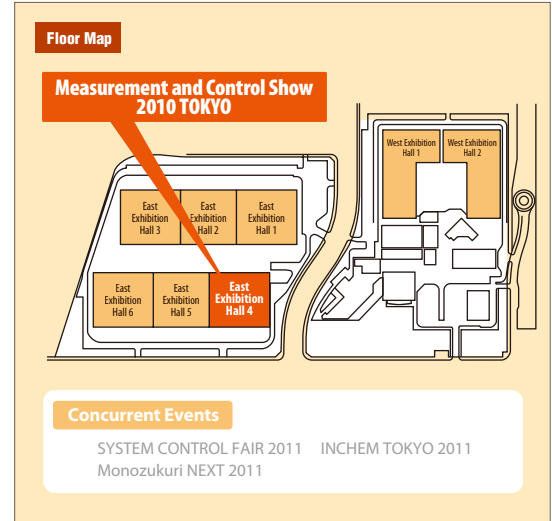
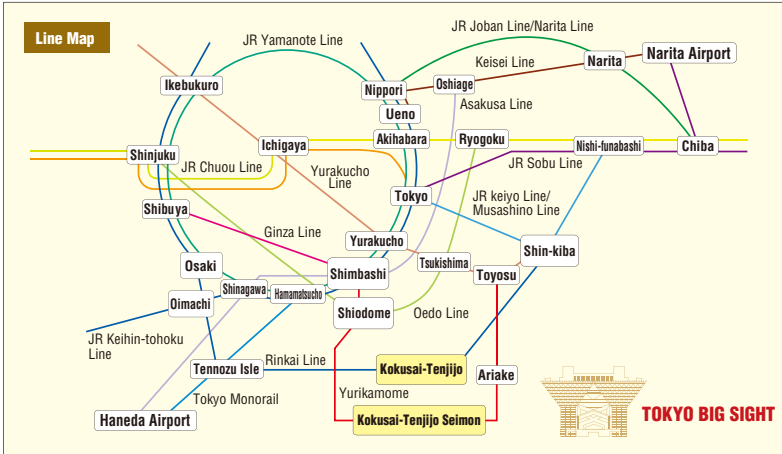
Early July: Explanation meeting for exhibitors in Tokyo

Early September: Delivery of Information ticket set of Exhibitor

November 14-15: The days of Preparations for exhibition

November 16-18: Measurement and Control Show 2011 TOKYO

Access to Tokyo International Exhibition Center



Rinkai line

Approx. 7 minutes' walk from Kokusai-Tenjijo Station
 Osaki Sta. (JR) < 13 minutes > Kokusai-Tenjijo Sta. < 5 minutes > Shin-Kiba Sta. (JR, Subway)
 * Direct service at Osaki to JR Saikyo Line
 Kokusai-Tenjijo Sta. > JR Shibuya Sta. (approx. 20 minutes)
 > JR Shinjuku Sta. (approx. 25 minutes)
 > JR Ikebukuro Sta. (approx. 31 minutes)

Yurikamome

Approx. 3 minutes' walk from Kokusai-Tenjijo-Seimon Station
 Shimbashi Sta. (JR, Subways) < 22 minutes > Kokusai-Tenjijo Seimon Sta.
 Toyosu Sta. (Subway) < 8 minutes > Kokusai-Tenjijo Seimon Sta.

Toei Bus

Tokyo Sta. (Yaesu Exit, JR) < approx. 40 minutes > Tokyo Big Sight
 Monzen-Nakacho Sta. (Subway) < approx. 30 minutes > Tokyo Big Sight
 Hamamatsuchō Sta. (JR, Monorail) < approx. 40 minutes > Tokyo Big Sight

Airport Bus (Limousine Bus · Keihin Kyuko Bus)

Haneda Airport < approx. 25 minutes > Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)
 Narita Airport < approx. 60 minutes > Tokyo Bay Ariake Washington Hotel (3 minutes walk)
 Tokyo City Air Terminal < approx. 20 minutes > Tokyo Big Sight (Limousine Bus) (One Way)
 * Some buses only run during events. Please check in advance.

Through the following website and Newsletter,
 We will continue to disseminate the latest information and exhibitions. Please stay tuned.

<http://www.jemima.or.jp>

Inquiry

Please contact

Nikkei Business Publications, Inc.
 Measurement and Control Show Management Office, 1-17-3 Shirokane, Minato-ku, Tokyo 108-8646 Japan
 Tel: +81-3-6811-8084 Fax: +81-3-5421-9170 e-mail: jemima@nikkeibp.co.jp
<http://expo.nikkeibp.co.jp/jemima/>