

FAX:+81-35210-7038

Measurement and Control Show Management Office
Nikkei Business Publications, Inc.

Measurement & Control Show 2005 TOKYO

Application for Exhibit Space

(Please type or print)

Company _____

Department in charge _____

Address _____

Zip _____ Country _____

Tel _____ Fax _____

Managing director _____ e-mail _____

Contact person _____ e-mail _____

We require _____ booth(s) ☐ Package type ☐ Own booth decoration type

Check the Zone of Expo to exhibit in and the fields of product to show. Fill in your product's name if it's possible.

Exhibition Categories

- ☐ Measurement, semiconductor peripherals and communications zone
- ☐ Environment, analysis, biotechnology and radiation measurement zone
- ☐ Control (Process Automation/Factory Automation) zone
- ☐ Sensors and field instruments zone
- ☐ Application software, platform system products, system engineering, SI (System Integration), lease or rent of measurement/control, supporting services, customized solution

Desired Booth Configuration

- ☐ Standard Booth:
Arranged in a horizontal row.
- ☐ Cross-aisle Booth:
Application can be made for a minimum of 8 booths (4 booths in a row on each side of the aisle) and the number of the booths must be even.
- ☐ Block Booth:
Application can be made for a minimum of 4 booths, and the number of booths must be even.
- ☐ Island Booth (booths × booths):
Application can be made for a minimum of 9 booths (3×3 square), and the width and depth must be multiples of 3 meters.

Fields of Product

- ☐ nanotech-related instruments ☐ bio-related instruments ☐ robot-related instruments ☐ fuel cell-related instruments
☐ security-related instruments ☐ network-related instruments ☐ indicating instruments ☐ electricity meters
☐ electronic measuring instruments ☐ measuring and control instruments for factory automation
☐ process measuring and control instruments ☐ instruments for environmental measurement
☐ radiation measuring instruments ☐ related instruments for biotechnology ☐ other related instruments/parts
- ☐ application software ☐ system engineering ☐ measurement/control platform system products ☐ SI (system integration)
☐ lease or rent of measurement/control ☐ supporting services ☐ customized solution
☐ application software, platform system products, system engineering, SI (System Integration), lease or rent of measurement/control, supporting services, customized solution

Your Product's Name

Signature _____ Date _____

Please transfer your remittance to the specified bank account indicated in the bill from the managing office.

Official use (please do not fill in) Total: yen × booth(s) = yen

Deposit due (30%) : yen (unit) Balance due: yen (unit)

I accepted your order to exhibit. Date _____

Exhibition Guidelines

Measurement & Control Show 2005 TOKYO



November 9 (Wed)-11 (Fri), 2005, 10:00-17:00
At TOKYO BIG SIGHT (Tokyo International Exhibition Center, Ariake)
West Exhibition Halls 1, 2



Japan Electric Measuring Instruments Manufacturers' Association

Nikkei BP
Nikkei Business Publications, Inc.



Measurement & Control Show 2005 TOKYO

Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA) has now begun soliciting exhibitors for "Measurement & Control Show 2005 TOKYO," to be held in November 2005. Since its first exhibition in 1955, the tradeshow has been held on a biennial basis and Measurement & Control Show 2005 TOKYO will be the 31st time event in its history. The event had long been known for its name "International Keisoku Kogyo-ten (The Measurement Industry Show)" which has renamed as "INTERMAC." Over the years, the tradeshow has evolved as the largest of its kind relating to measurement and control technology in Japan. Measurement & Control Show 2003 TOKYO had 53,965 visitors, which was increased by more than 35% compared with "INTERMAC 2001."

As supporting tools of technological development, measurement, control and analysis technology are absolutely indispensable for the advancing science and technology. Measurement & Control Show 2005 TOKYO launches a variety of ever developing measurement and control world, supporting state-of-art technology and management solutions, which shall be an industrial basis for connecting each industry by measurement and control technology. The theme of the tradeshow covers every field of measurement, semiconductors peripherals and telecommunications, control such as process automation and factory automation, environment, analysis and radiation measurements, sensing and field instruments, as well as service solutions to be newly added in 2005.

A new concept of Measurement & Control Show 2005 TOKYO allows a great line-up of products exhibited, opening its door to the all engaged in measurement and control industry and its technology in addition to exhibition by membership companies.

Please contact us to register and exhibit your excellent products and technical expertise at Measurement & Control Show 2005 TOKYO.

Exhibition Specifics

• **Duration and Opening Hours:**

Three days from November 9 (Wed) to November 11 (Fri), 2005
10:00 - 17:00

• **Venue:**

Tokyo Big Sight (Tokyo International Exhibition Center, Ariake),
West Exhibition Halls 1, 2

• **Organized by:**

Japan Electric Measuring Instruments Manufactures' Association (JEMIMA)

• **Co-organized by:**

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

• **Exhibition stand fee:**

Price for space (9m²=3m×3m) only*: 370,000 yen per booth

*The above rate means a basic booth only with two panels and stall (area)

• **Seminars on new products / products guide for users:**

[Participation price] 160,000 yen / one topic

[Place] Seminar halls in Tokyo Big Sight Hall 1 or 2 [Time] 45 minutes

[No. of seats] 60

*AV appliances necessary for the speech are provided.

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

• **Application:**

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.

• **Registration:**

Due date for application: May 31(Tue), 2005

Announcement session: July 14(Thu), 2005

• **Expected number of visitors:**

50,000 [53,965 in 2003]

• **For further information:**

Please contact:

Measurement and Control Show Management Office

Nikkei Business Publications, Inc.

7F Shiozaki Building

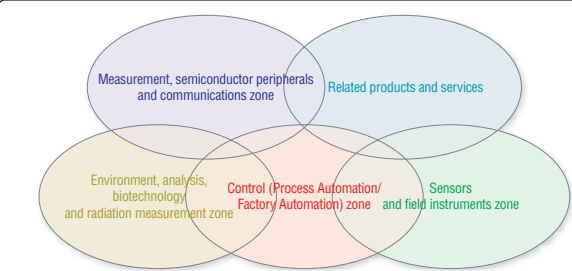
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Exhibition Categories

1. Measurement, semiconductor peripherals and communications zone
2. Environment, analysis, biotechnology and radiation measurement zone
3. Control (Process Automation/Factory Automation) zone
4. Sensors and field instruments zone
5. Related products and services



What makes our promotions unique

Magazines/Newspaper Media

Various exhibition announcements will be made to engineers and users by leveraging on Nikkei BP's trade magazines including Nikkei Electronics magazine (biweekly) and Nikkei Monozukuri magazine (monthly), and effectively utilizing the platform of Nikkei Business (weekly), daily newspapers, and trade journals including Keisoku to Seigyo (Measurement and Control), Keisoku Gijutsu (Measurement Technology) and Journal of Resources and Environment.



Web/e-mail Platform

JEMIMA will encourage prospective visitors to make advance registration by sending e-mail news to past visitors of JEMIMA tradeshow including Measurement and Control Show 2003. In addition, Nikkei BP's renowned websites of "nikkeibp.jp" and "Tech-On!" will thoroughly be used to guide their users to visit the official website of the exhibition. Official website will open at full swing in August 2005, by posting information on exhibitions and seminars and start introducing exhibits of each exhibitor and products news one month prior to the holding of the show.



nikkeibp.jp
<http://nikkeibp.jp/>



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

Official Website

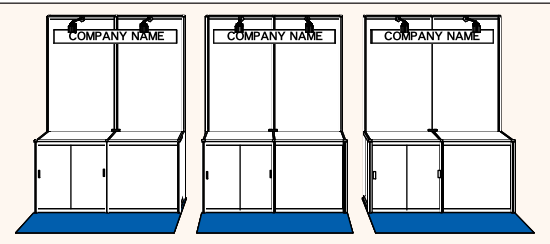
<http://www.jemima.or.jp>

Trial Booth *Exhibit space fee is included

1 booth (2m×1.5m): 148,000 yen

Exhibitors Qualification:

- The first time exhibitors only
- One booth for one company only



Diversified Seminars / Projects to be Concurrently Held

Keynote speech

Inviting prominent figures from various industries as speakers, keynote speeches are to be held every day during the event. Expected themes will be on "Green Procurement", "Fuel Cell" and "Wireless".

Specialized Sessions

Specialized sessions will also be held with focusing on vertical technological topics such as "RoHS", "Advanced Medical Technology" or the most up-to-date fields.



Technical Seminar for Exhibitors

Technical Seminar for Exhibitors will be set up wishing to make detailed explanation on characteristics of their products, introduce user case studies and details of user support, outside of their exhibiting booths.



Access to Tokyo International Exhibition Center

- **Rinkai Line**
Shinkiba station > 5minutes > Kokusai-tenjijo station
- **Yurikamome**
Shinbashi station (JR, Eidan&Toei Subway) > 20 minutes > Kokusai-tenjijo-seimon Station
- **Marine Transport System (Water Bus)**
Hamamatsucho (Hinode Pier) > 20 minutes > Ariake
- **City Bus**
Tokyo Station (Yaesu Exit, JR) > about 35 minutes > Tokyo Big Sight
Monzen Nakacho Station (Tozai Line, Eidan Subway) > about 30 minutes > Tokyo Big Sight
Toyosu Station (Yurakucho Line, Eidan Subway) > about 10 minutes > Tokyo Big Sight
- **Airport Bus**
Haneda Airport > about 25 minutes > Tokyo Big Sight
Narita Airport* > about 60 minutes > Tokyo Big Sight *running only at times of events
Tokyo City Air Terminal* > about 20 minutes > Tokyo Big Sight *running only at times of events

