

FAX:+81-3-5421-9170

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

Measurement & Control Show 2007 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

- 1. Electric and Electronic measurement zone
- 2. Control (Process Automation/Factory Automation) zone
- 3. Environment, analysis, biotechnology and radiation measurement zone
- 4. Sensors and field instruments zone
- 5. Related products and services

Desired Booth Configuration

- 1. Standard Booth:
Arranged in a horizontal row.
- 2. Cross-aisle Booth:
Application can be made for a minimum of 8 booths (4 booths in a row on a each side of the aisle) and the number of the booths must be even.
- 3. Block Booth:
Application can be made for a minimum of 4 booths, and the number of booths must be even.
- 4. 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
- others

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 2007 TOKYO



November 7 (Wed)-9 (Fri), 2007, 10:00-17:00
TOKYO BIG SIGHT (Tokyo International Exhibition Center, Ariake)
West Exhibition Halls 1, 2



Measurement & Control Show 2007 TOKYO

The measurement and the control equipment work the key role as prerequisite "Mother tool of industry" on the innovation of the research, the development, the design, and the manufacturing of all industries. As this market association, Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA) and Nikkei Business Publications, Inc. will held the biggest domestically event "Measurement & Control Show 2007 TOKYO" of the measurement and the control technology.

Since its first exhibition in 1955, "Measurement & Control Show 2007 TOKYO" will be the 32nd time event in its history. It has grown up consistently as a special exhibition in which a state-of-the-art technology and the products of measurement and control technology meet under the one roof.

The exhibition site will be consisted the five zones by product categories, electric and electronics measurement, control (Process Automation and Factory Automation), environment/analysis/biotechnology/radiation measurement, sensors/field equipment, and related products and services of measurement and control. It will be a comprehensible floor-plan for both visitors and exhibitors.

Moreover, we make it to an attractive event for all visitors by no-missing for gathering the information of measurement technologies by a variety of plans such as a keynote speech, special conference, tutorials, and the JEMIMA committee seminars.

It is possible to use it for the people of the enterprise and the group with a related product to say nothing of the people of the member enterprise as a place for the place where the product and the solution appeal and marketing.

It would be greatly appreciated if the examination of the exhibition could be gotten by all means.

Exhibition Specifics

• Duration and Opening Hours:

Three days from November 7 (Wed) to November 9 (Fri), 2007
10:00 - 17:00

• Venue:

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

• Organized by:

Japan Electric Measuring Instruments Manufacturers' 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(Thu), 2007
Announcement session: July 12(Thu), 2007

• Expected number of visitors:

30,000

• For further information:

Please contact:

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

Diversified Seminars / Projects to be Concurrently Held

Keynote speech/Special conferences/Tutorials

Measurement and Control show 2007 TOKYO promote for the wide range visitors by holding attractive seminars.

Keynote Speech: We will invite the authority of the various circles by the theme that stares at the problem of manufacturing.

Special conference: It introduces the latest technological trend from the measurement and the control to applied field.

Tutorial: The session that newly brushes up the basic knowledge of the measurement and the control is done. To acquire the knowledge systematically arranged for the person who starts in the measurement and the control business, it becomes it.



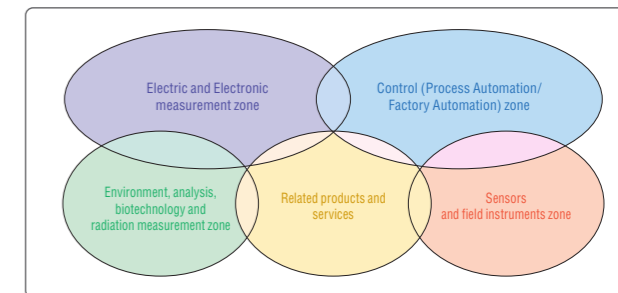
Organizers planning corner /JEMIMA committee seminar (schedule)

A technological outlet from state-of-the-art like the related group, research laboratories, and the university, etc. to the base is installed. The chance to search for the directionality of near future is clarified. Moreover, we will held the seminar that the JEMIMA committee sponsors at the same time. Information with especially high noteworthy level is offered from the average of the theme progressed through the JEMIMA committee activity.



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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 tradeshows including Measurement and Control Show 2005. In addition, Nikkei BP's renowned websites of "nikkei BP net" 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 2007, 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.



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



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

Official Website

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

Package Booth (Exhibit space fee is not included)

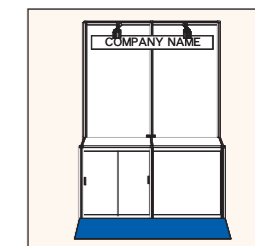
Management Office would be able to supply the package booth decoration.

Items: Side/back panels, carpet, parapet, fluorescent lights, spot lights, electrical outlet, company name board, Display Table, Information Desk, Folding Chair×1,

Price: 1 booth (3m×3m×2.7m) ¥126,000
2 booth (6m×3m×2.7m) ¥231,000
3 booth (9m×3m×2.7m) ¥315,000

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



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

