

FAX:+81-3-5421-9170

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

## Measurement and Control Show 2009 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.*

#### <Zone Categories>

- 1.  Electric, Electronics, Communication measurement and related products/services
- 2.  Control (Process Automation and Factory Automation)
- 3.  Environment analysis/Energy inspections
- 4.  Sensors and Field instruments
- 5.  JEMIMA committee and related Organizations

#### <Special Corner theme>

- 1.  Saving Energy and Power
- 2.  Clean Energy
- 3.  Waste Heat

#### Desired Booth Configuration

- 1.  Standard Booth: 388,500 JPY per a booth  
Arranged in a horizontal row.
- 2.  Cross-aisle Booth: 388,500 JPY per a 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: 378,000 JPY per a booth  
Application can be made for a minimum of 4 booths, and the number of booths must be even.
- 4.  Island Booth: 367,500 JPY per a 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 and solar cell-related instruments
- security-related instruments  network and mobile-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 \_\_\_\_\_

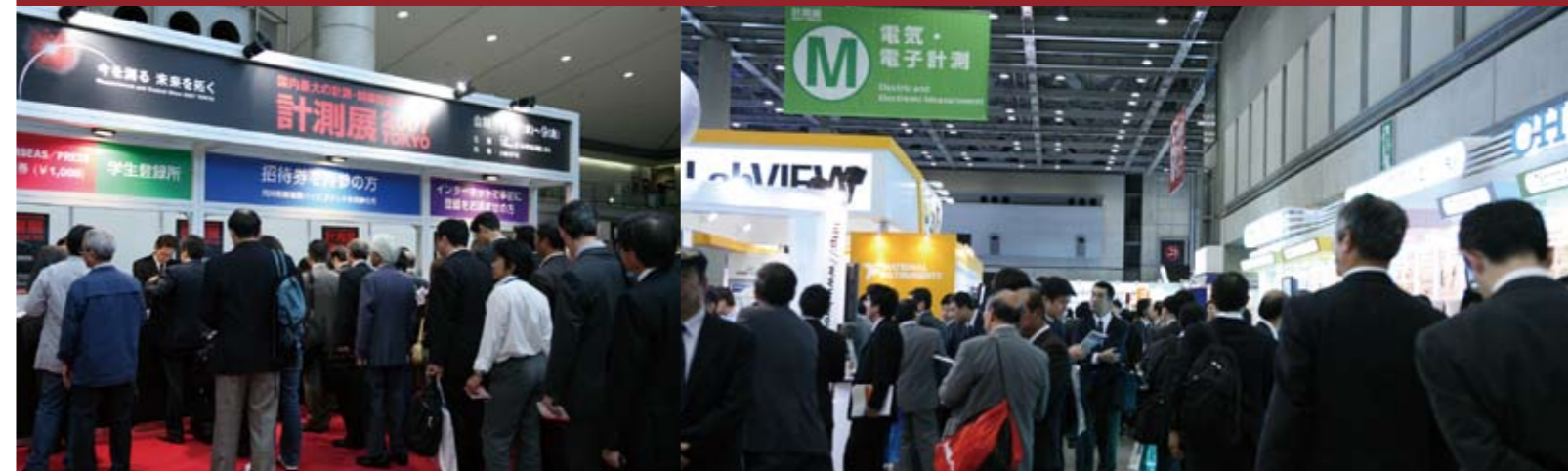
Please transfer your remittance to the specified bank account indicated in the bill from the managing office.

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

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

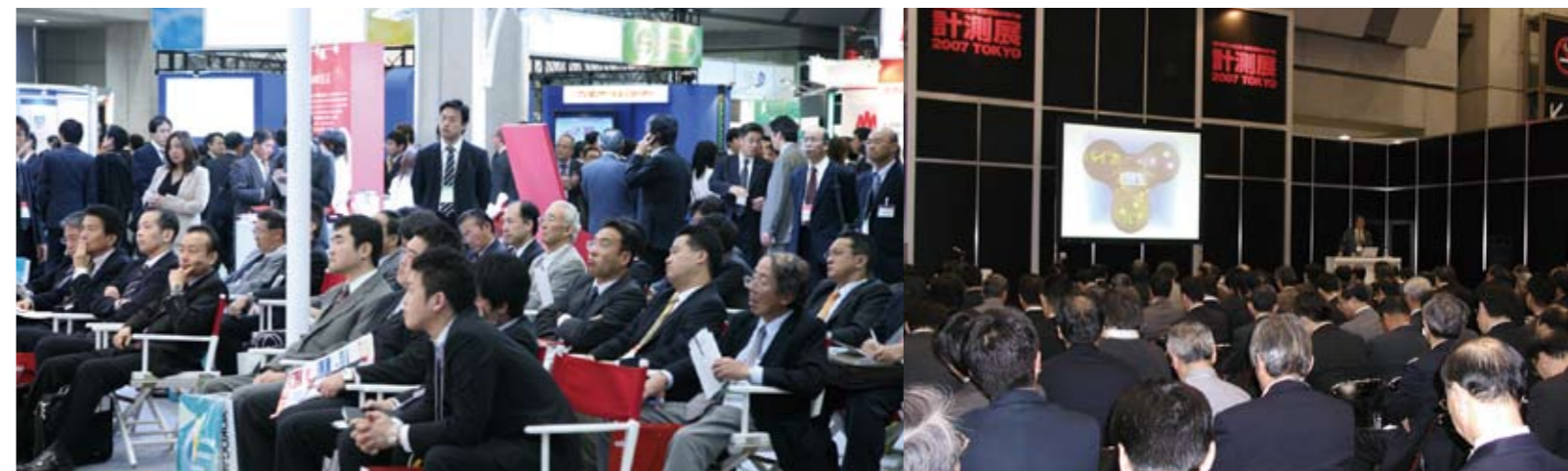
I accepted your order to exhibit. Date \_\_\_\_\_

## Exhibition Guidelines



Japan's Largest Tradeshow Showcasing Measurement/Control Technology

# Measurement and Control Show 2009 TOKYO



November 18 (Wed) - 20 (Fri), 2009, 10:00-17:00

TOKYO BIG SIGHT (Tokyo International Exhibition Center, Ariake)

West Exhibition Halls 1, 2



Japan Electric Measuring Instruments  
Manufacturers' Association

Nikkei Business Publications, Inc.

# Measurement and Control Show 2009 TOKYO

The measurement and control equipment 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 held the biggest domestically event "Measurement and Control Show 2009 TOKYO" on November 2009.

Since its first exhibition in 1955, " Measurement and Control Show 2009 TOKYO" will be the 33rd event. It has grown up consistently as a special exhibition in which a cutting-edge technology and products of measurement and control technology meet under the one roof.

Measurement and Control show 2009 TOKYO focus on environment and future protection, by making "3 Special Corner" to be exhibited related environment measuring tools. These are "Saving Energy and Power", "Clean Energy", "Waste Heat". with this corner, as heretofore, the exhibition site will be consisted the five zones by product categories, "Electric, Electronics, Communication measurement and related products/services", "Control (Process Automation and Factory Automation)", "Environment analysis/Energy inspections", "Sensors and Field instruments", and "JEMIMA committee and related Organizations".

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

- **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 29(Fri), 2009  
Announcement session: July 12(Thu), 2009
- **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

for space (9m<sup>2</sup>=3m×3m) only\*: 388,500 JPY per a 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] 168,000 JPY / 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.

## Diversified Seminars / Projects to be Concurrently Held

### Keynote speech/Special conferences/Tutorials

Measurement and Control show 2009 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.

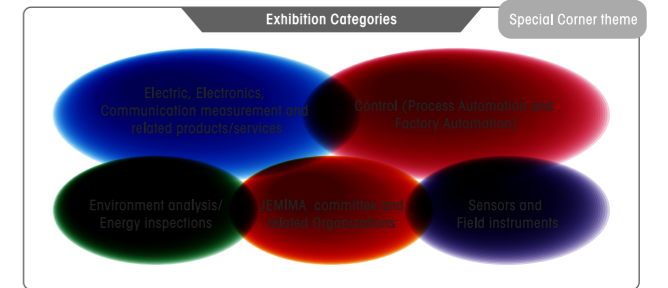


### <Zone Categories>

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### <Special Corner theme>

1. Saving Energy and Power
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3. Waste Heat



## 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 2007. 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 2009, 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.



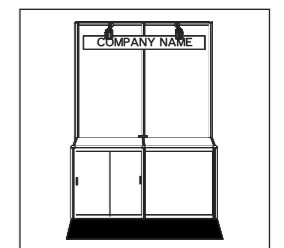
nikkei BP net  
<http://www.nikkeibp.co.jp/>



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

### Official Website

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



## 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

