

# Interop<sup>®</sup>22

## Tokyo

JUNE 15 - 17  
MAKUHARI MESSE, JAPAN

- The Leading ICT Event in Japan

Date | June 15<sup>th</sup>(Wed) ~ June 17<sup>th</sup>(Fri), 2022  
Venue | Makuhari Messe  
Organizer | Interop Tokyo Steering Committee

## Sales Proposal

### Co-located Events

**DSJ2022**  
Digital Signage Japan



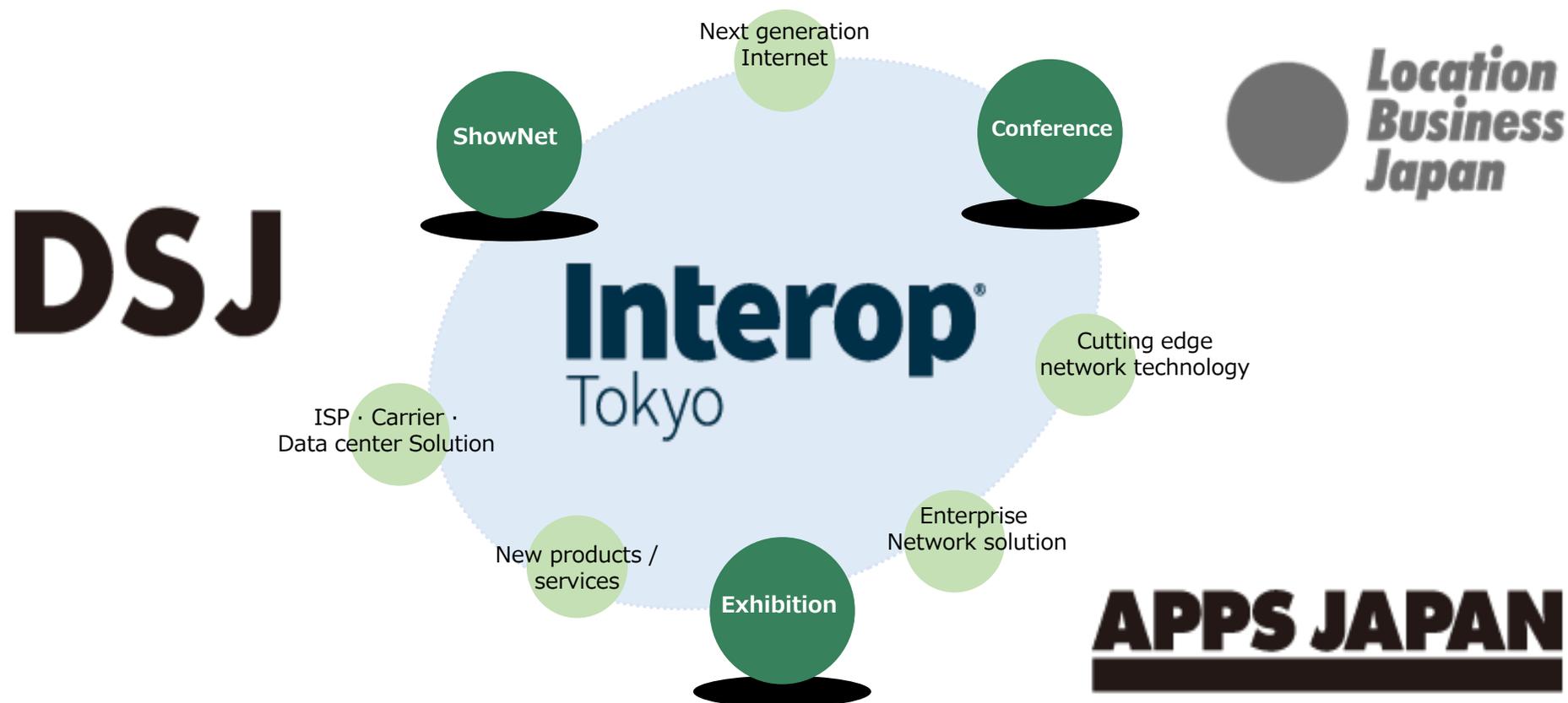
**Location  
Business  
Japan 2022**

**APPS JAPAN**  
アプリジャパン2022

# Greetings

In the year 2020, the spread of the novel coronavirus has drastically changed our daily lives. At the same time, the importance of the Internet and digital technology in our lives is being reaffirmed, and digital transformation is advancing in all aspects of our lives around the world.

**Interop Tokyo** has been held since 1994, the dawn of the Internet, as an event focusing on Internet technologies and applied businesses, and has provided new insights and encounters through the event. In 2022, the 29th edition of the exhibition, we aim to be a place that supports digital-first in all industries. We look forward to your active participation.



## Interop Tokyo 2022 is...

**the Best Place to Reach Active Business Technology Buyers**

<b>Date</b>	<b>June 15<sup>th</sup>(Wed) - June 17<sup>th</sup>(Fri), 2022</b>
<b>Exhibition Hours</b>	<b>15<sup>th</sup>(Wed) 10:00-18:00 / 16<sup>th</sup>(Thu) 10:00-18:00 / 17<sup>th</sup>(Fri) 10:00-17:00</b>
<b>Venue</b>	<b>Makuhari Messe</b>
<b>Number of Visitors</b>	<b>150,000* (expected) *including co-location events</b>
<b>Organizer</b>	<b>Interop Tokyo Steering Committee</b>
<b>Show Management</b>	<b>NANO OPT Media, Inc. / Association of Internet Foundation</b>
<b>Special Support</b>	<b>WIDE Project</b>
<b>Endorsers</b>	<b>Relevant ministries and agencies, approximately 50 affiliate groups</b>
<b>Co-located Event</b>	<b>Digital Signage Japan 2022, Location Business Japan 2022, APPS JAPAN 2022</b>

# Should exhibit if you have product & services below

## ■ Cloud Computing

- Private cloud • Public cloud • Hybrid cloud • Inter cloud
- Data center services

## ■ Security

- Targeted threat / Cyberattack
- Encryption / Authentication / ID • Information leakage
- Monitoring / Management tool • Vulnerability
- Critical infrastructure security • Mobile device security

## ■ Network infrastructure

- Server • Storage
- Network management(Monitoring/Visualization/Automation)
- Network tester • KVM Console
- UPS(Uninterruptible Power Supply)
- Router(Carier/ISP Networking)
- Switch(Carier/ISP Networking)
- Rack/Cable • SDN (Software-Defined Network)
- SD-WAN (Software-Defined WAN)
- NFV (Network Functions Virtualization)
- Container Technologies

## ■ Enterprise DX

- Collaboration tool • Telework
- Remote access • Business automation

## ■ Wireless LAN

## ■ IoT (Internet of Things)

- IoT system/device • Sensor
- Big data processing • IoT platform

## ■ AI

- Industrial application and integration of AI
- Cloud cooperation • Deep learning • Robotics cooperation
- Natural language / Multiple languages

## ■ Industrial network

- OT(operation technology) • Network control
- Controller • Device • Sensor (switch/valve)

## ■ Digital Media Utilization Technology

- Cloud service • Data center / Hosting service
- UI/Search/Recommendation tool
- Content distribution platform
- Big data analysis • Content management solution
- Social tool • Software / Application
- Media / Video over IP

## ■ 5G/Local5G



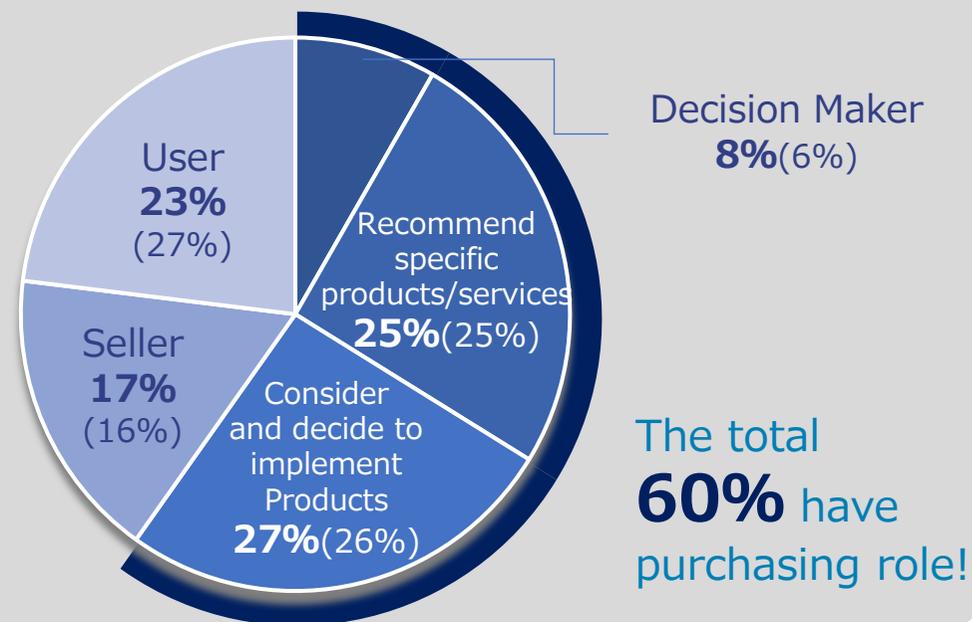
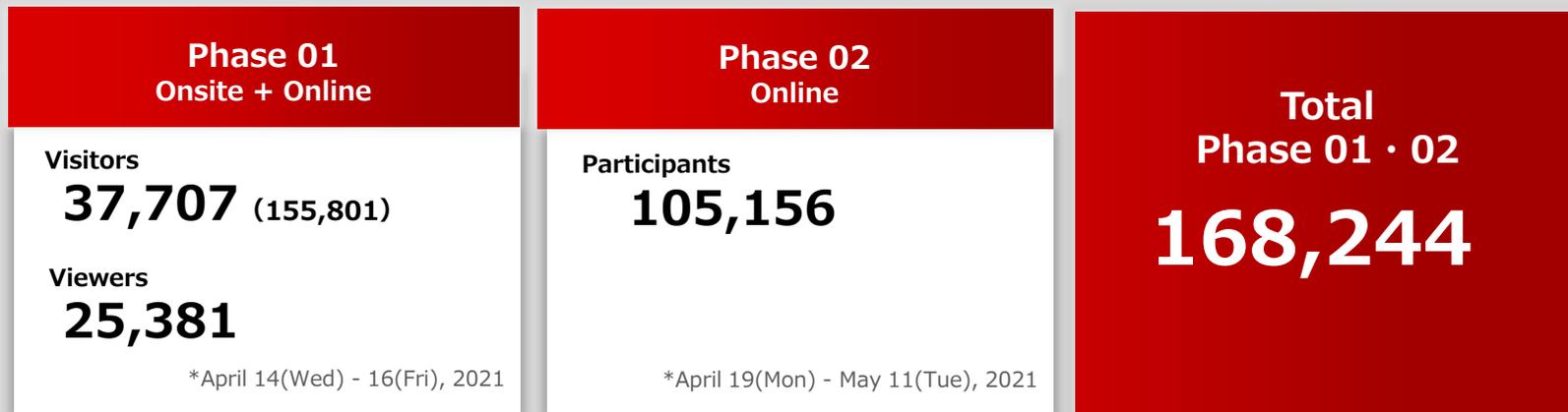
# Target Attendee

- ◆ IT VPs, Directors, Managers, Staff
- ◆ Business Decision Makers
- ◆ Small-Medium Business Owners & Executives
- ◆ Channel Professionals
- ◆ Network Managers
- ◆ Security Professionals
- ◆ Telecommunications Managers
- ◆ Application Developers
- ◆ CXOs
- ◆ Media
- ◆ Analysts



## 【Number of Participants in 2021】

\* ( ) is the result of 2019  
\*2020 was held online



# Sponsorship Plans

## 【 Exhibition 】

**Exhibit Space Plan**

**Pavilion Booth Plan**

- Exhibitors applying for the Exhibition Plan can participate in the Best of Show Award

**Best of Show Award**



## 【 Seminar 】

**Sponsor Keynote Session**

**Seminar at the Exhibition Hall**

- Any exhibitor/sponsor applying for the Exhibition or Seminar Plan can participate in ShowNet.



**Early Bird Discount Deadline : November 30<sup>th</sup>(Tue),2021**  
**Final Deadline : February 28<sup>th</sup>(Mon),2022**

## Exhibit Space Plan

Basic exhibit plan  
with plenty of space

- 1~3 booths      **JPY 590,000** per booth
- 4~9 booths      **JPY 560,000** per booth
- 10~20 booths    **JPY 540,000** per booth
- 21 booths or more **JPY 530,000** per booth

《 Exhibit Fee includes 》

- Exhibit Space (3m×3m=9m<sup>2</sup>)
- ShowNet (Internet Line) \*application required
- One Barcode Reader \*application required
- \*Data extraction fee will be charged separately at 60 yen (w/o tax) for each data.
- Your company profile on Official Website
- Provide Event Brochures

\*For booth construction, you need to place an order with a separate construction company.



## Pavilion Booth Plan

No need for building costs!  
Counter booth with minimum  
necessary functions

■ 1Unit **JPY 240,000**(w/o tax)

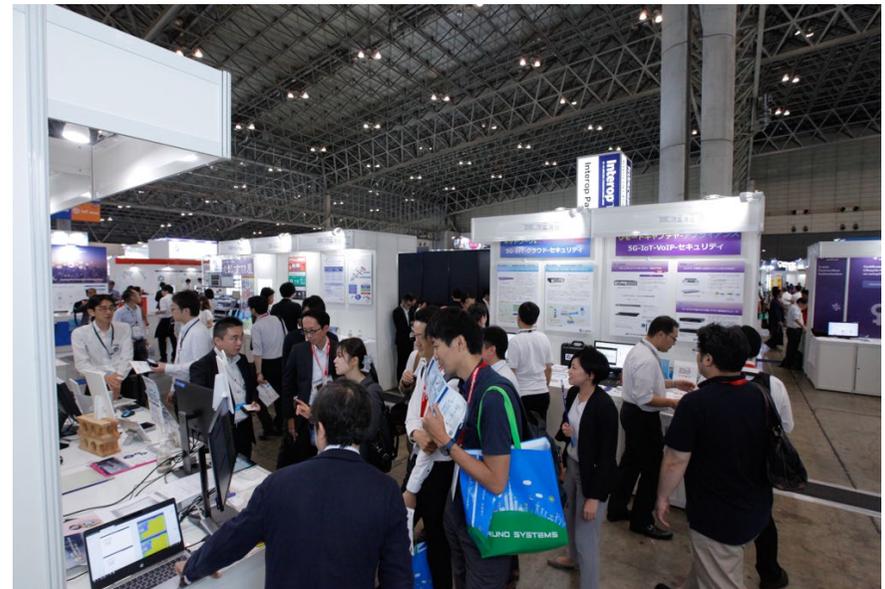
\*Each company can purchase maximum 2 booths.

《 Exhibit Fee includes 》

- Booth Space (W1500 × D1000 × H2700)
- + Company name sign (W1.459mxH0.22m)
- + Power Outlet x 1 (100V / 0.5kw / A2 spec plug [2])
- + Spotlight
- + System wall and display desk
- ShowNet (Internet Line) \*shared line
- One Barcode Reader \*application required
- \*Data extraction fee will be charged separately at 60 yen (w/o tax) for each data.
- Your company profile on Official Website
- Provide Event Brochures



Image : 1 UNIT



## Sponsor Keynote Session

■ 1Slot **JPY 3,000,000**(w/o tax)

### 《 Overview 》

- Capacity : 500 (Provide data : Up to 1500)
- Session Duration : 40 min
- Venue : International Conference Hall
- Facility : Projector, Screen, PC and MIC set

### 《 Servicing 》

- Provide pre-registrants and on the day audience data
  - Questionnaires / Distribution of Materials
  - Sponsor Theme
- \*Sponsor can choose one theme from the key theme of Interop Tokyo 2022.



## Seminar at the Exhibition Hall

■ 1Slot **JPY 700,000**(w/o tax)

### 《 Overview 》

- Capacity : 60 (Provide data : Up to 180)
- Session Duration : 40 min
- Venue : Interop Exhibition Hall
- Facility : Projector, Screen, PC and MIC set

### 《 Servicing 》

- Provide pre-registrants and on the day audience data
- Questionnaires / Distribution of Materials



# Marketing and Promotional Opportunities(MPO)

\*All prices are w/o tax

## Meeting Space



■ Type A

Reception Type  
JPY 300,000



■ Type B

Meeting Type  
JPY 280,000

### Attachments to use

- System
- Door (Including Key)
- Plate on company's name
- Spotlight
- Electric plug(100V 0.5Kw 3 holes)

《 Optional Items 》

- Additional Electricity Supply
- Catering Service

Please refer to the exhibitor's manual and apply separately.

## Paper Bag Sponsor



Up to 5 Companies  
1 Slot: Distribution of 30,000

JPY 1,000,000

\*Production cost is not included.

Please be sure to put the event logo and booth number on the bag you bring.

\*If requesting production, the production cost will be incurred separately.

## Press Bag Sponsor



Limited to 1 Company

JPY 1,000,000

Tote bag [800 sets]

Signs can be brought in the press room

Catalog can be set up in VIP lounge (Catalog rack is prepared)

\*Includes the bag production costs

## Official Badge Sponsor



Up to 5 Companies  
1 Slot: Distribution of 30,000

JPY 1,000,000

\*Production cost is not included.

\*If requesting production, the production cost will be incurred separately.

☆Company Name / Logo / URL etc. can be posted on this Badge.



# Marketing and Promotional Opportunities(MPO)

\*All prices are w/o tax

## Plaza Billboard



Up to 2 Companies  
JPY 1,800,000

## Glass Wall Banner



Up to 4 Companies  
JPY 1,800,000

## Official Web Site Banner



Up to 3 Companies  
for each event  
JPY 800,000

«specification(planned)»  
Size : W320px\*H80px  
File Size : ~40KB  
Anime : ~15 Seconds  
(Infinite Loop is OK)

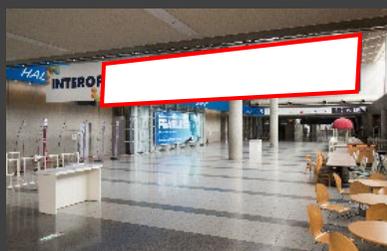
 is the Banner Space.

## AD Banner Set



Up to 4 Companies  
JPY 1,200,000

## Aisle Sign



Up to 5 Companies  
JPY 900,000

## Official Web Site Banner



Up to 4 Companies  
JPY 1,000,000

«AD Size»  
H105mm x W105mm  
(data submission required)

\*If you are interested in any other item, please see the detail of MPO or ask our sales team.



"ShowNet" has always been a comprehensive internet technology demonstration of Interop Tokyo since the beginning of the show back in 1994. This network is deployed all over the show floor with the cutting-edge technology and serve stable internet connectivity to exhibit booth and attendees.

\*2021 ShowNet participants: About 66 companies



## Interop Summit

\*Not held in 2021

VIP party held every year on the first night of Interop Tokyo. We provide a place to interact with the top government officials, exhibitors, academic organizations and research institutes.



## Best of Show Award

"Best of Show Award" is an award to examine the new products, services and solutions of the exhibitors and determine the Grand Prix. Products, services and solutions winning awards after a careful examining will have a great opportunity to attract attention, particularly to the press who will visit the event.



## Official Website

Official website with a large number of PV throughout the year. It provides up-to-date information on exhibitors, seminars, and organizers' projects to motivate visitors to come to the show.



# Cross media promotion tailored to targets

## EDM



We will segment the event attendees from our own database of about 300,000 and distribute EDM on a regular basis. In addition, it will be distributed in both text and HTML formats, and will announce each company's booth and session information.

## Media tie-up



We will release our event information on external media that matches the event theme and announce it with a WEB banner.

In addition, we will deliver emails to the database owned by the media to reach new target groups.

## SNS



Information will be disseminated through social media tool such as the official Facebook/Twitter pages. During the exhibition, we will provide information on each company in real time.

## Media Sponsors (in 2021)



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MAKUHARI MESSE, JAPAN



## Contact us

NANO OPT Media, Inc.

Interop Tokyo 2022 Show Management Office

3F, Uni-works SHINJUKU GYOEN, 1-12-5 Shinjuku, Shinjuku-ku, Tokyo, 160-0022, Japan

【TEL】 +81-3-6258-0582 / 【FAX】 +81-3-6258-0598 / 【Email】 sales-info@f2ff.jp