

**KYOTO  
SMART CITY EXPO  
2015**

**Designing  
Smart Cities**

**KYOTO**



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WORLD CONGRESS

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**SMART CITY  
EXPO 2015**

## **Exhibitor Manual**

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<b>Dates</b>	<b>2015.5.21</b> [Thu] 10:00~17:30 <b>2015.5.22</b> [Fri] 10:00~16:00
<b>Venue</b>	Keihanna Open Innovation Center @Kyoto (KICK)
<b>Organizer</b>	THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO

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# 1. Expo Overview

<b>1. Name</b>	KYOTO SMART CITY EXPO 2015 Smart City Messe in Keihanna
<b>2. Dates</b>	2015.5.21[Thu.] 10:00~17:30      2015.5.22[Fri.] 10:00~16:00
<b>3. Venue</b>	Keihanna Open Innovation Center @Kyoto (KICK)
<b>4. Entry Fee</b>	Free(Preliminary application) * Applications will also be accepted on the day of the event
<b>5. Organizer</b>	THE ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO Kyoto Prefecture • Kyoto City • Kyotanabe City • Kizugawa City • Seika Town • Barcelona City Council • Fira Barcelona • Barcelona Global • Embassy of Spain Economic and Commercial Office Tokyo • Japan Spain Business Cooperation Committee • Kyoto Chamber of Commerce and Industry • Kyoto Industrial Association • Public Foundation of Kansai Research Institute • General incorporated association Kyoto Industrial Eco-energy Promotion Organization • Kyoto Industrial Support Organization <sup>21</sup> • Advanced Scientific Technology & Management Research Institute of KYOTO • Kyoto Convention Bureau • Keihanna Interaction Plaza Incorporated
<b>6. Support</b>	Cabinet Office, Government of Japan • Ministry of Internal Affairs and Communications* • Ministry of Foreign Affairs of Japan • Ministry of Education, Culture, Sports, Science and Technology* • Ministry of Economy, Trade and Industry • Ministry of Land, Infrastructure, Transport and Tourism • Ministry of the Environment • The Japan Chamber of Commerce and Industry • Kansai Economic Federation* • Japan External Trade Organization • Urban Renaissance Agency* • The Kansai Promotion Committee of International Strategic Zone      (* are under application)
<b>7. Cooperation</b>	MONODZUKURI.Nippon.Conference
<b>8. Administrative Office</b>	c/o Shimadzu Advertising & Communications Co., Ltd. The person in charge:Nakajima , matsuoka 1 Nishinokyo Tokudaijicho, Nagagyo-ku, Kyoto, 604-8445 TEL : (075) 823-1109    FAX : (075) 823-3659 E-mail : smartcity@shimadzu-ad.jp
<b>9. joint business</b>	Smart City Seminar, Business seminars Keihanna Lab Trip, Special Lectures Session

## 2. Overview of exhibition site facilities

### Transportation



#### [From the Nearest Station]

- Take an express train from Kyoto Station on the Kintetsu Kyoto Line and get off at Shin-Hosono Station (30 min.). Take the Nara Kotsu Bus number 36 or 47 and get off at Koenhigashi-dori.
- On the Kintetsu Keihanna Line, get off at Gakken Nara-Tomigaoka Station. Take the Nara Kotsu Bus number 47 and get off at Koenhigashi-dori.

#### [Vehicle Use]

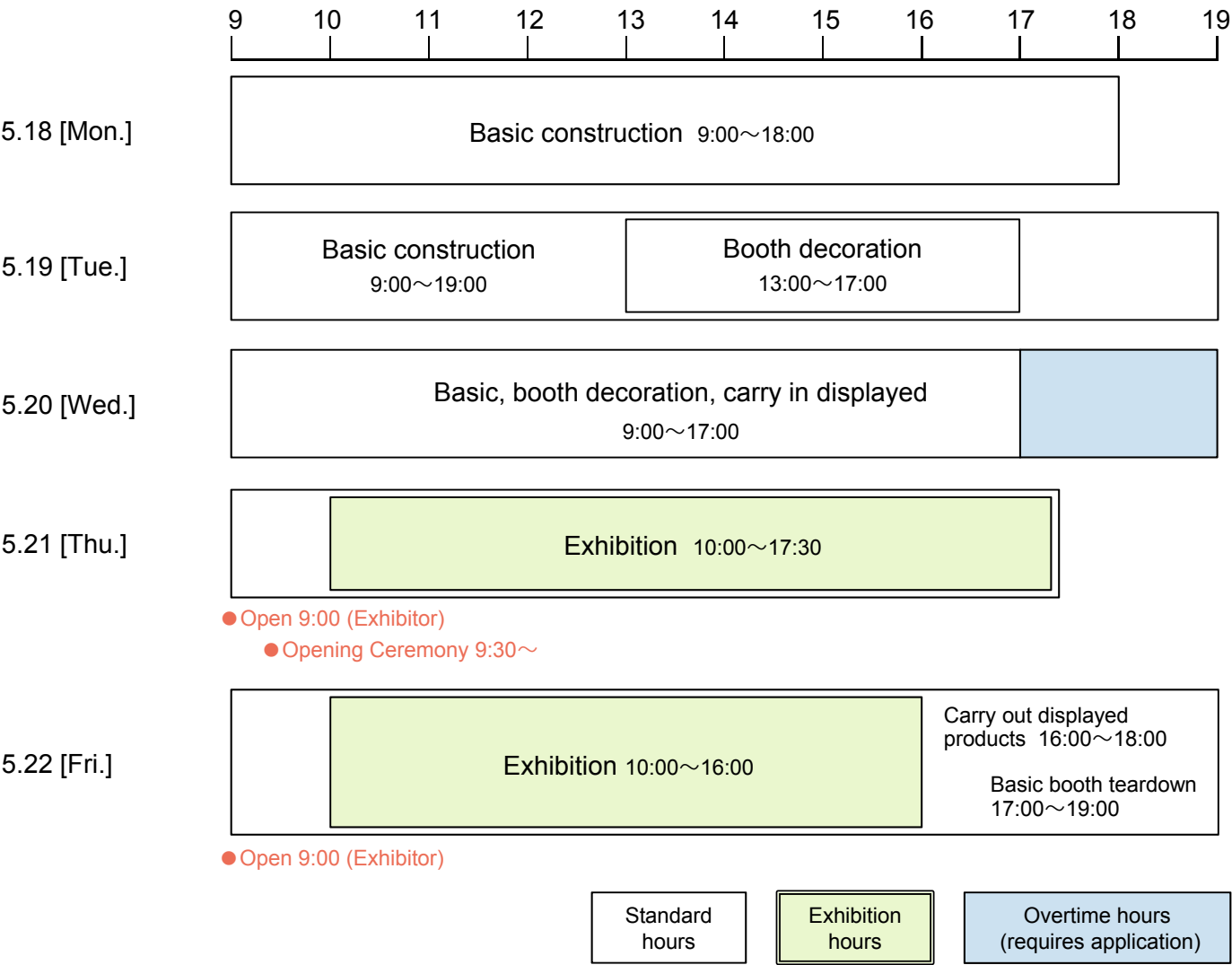
- A free shuttle bus will be operated for the duration of the exhibition between the Kintetsu Kyoto Line Shin-Hosono Station, KICK, and the Kintetsu Keihanna Line Gakken Nara Tomigaoka Station. Please feel free to use the shuttle bus (holds 70 passengers).
- Free parking is also available for exhibitors

### Overview of exhibition site facilities

Exhibition Site	Area	Ceiling Height	Flooring	Floor Load
1 F	16000m <sup>2</sup>	6m	Carpet / part flooring	0.40 t/m <sup>2</sup>
2 F			Polished stone tile (Anchors may not be used on either)	1.2 t/m <sup>2</sup>

# 3. Schedule

## Overall Schedule



## Opening Ceremony

1. The opening ceremony is scheduled to be held on May 21 [Thu.] 9:30 a.m. There will be a ribbon cutting ceremony in front of the site entrance. Representatives from the exhibitors are requested to gather on time.
2. The persons in charge from each exhibitor are requested to arrive at the exhibition site, remove all covers from the exhibit, and prepare the exhibit for viewing before the opening ceremony.

### Opening Ceremony Proceedings (Scheduled)

- Greetings from the organizer
- Greetings from the invited guests
- Ribbon cutting ceremony

## 4. Cautions For Exhibit Installation and Removal

1. Use the service entrance designated for transporting exhibit items in and out at all times.  
\* Refer to the diagram on page 8.
2. The “Installation / removal (decoration) vehicle badge” is required for vehicles involved in installation and decoration. Copy the attached vehicle badge, fill in the required information, and display it visibly on each car’s windshield. Vehicles are not permitted to idle for long periods of time or park in front of the service entrance for carrying in exhibit items. When you have finished carrying in exhibition items, please move your car to the parking lot.
3. Please make your own arrangements for carts for transporting the exhibition items in and out.
4. Please be careful not to damage the carpet in the exhibition site. The exhibition organizer will charge you for the cost of any repairs needed to repair damage incurred during transporting the exhibition items. Please exercise caution.
5. Transporting exhibit items in and out is forbidden during the period of the exhibition. If the necessity for transporting exhibit items arises, please contact the organizer.
6. **After hours work (free overtime)** May 20 [Wed.] 5:00 ~7:00 p.m.  
If you will work on setting up during the free overtime hours, please submit the application for after hours work to the organizer. After hours work is restricted to before 7:00 p.m.  
\* If you do not request it beforehand, we will lock the exhibition site at all hours except for the designated work hours, free overtime hours, and exhibition hours. We appreciate your cooperation.
7. All persons working inside the exhibition site must carry an exhibitor badge or worker badge. Anyone not carrying a badge will not be permitted to work.
8. In order to maintain a smooth and fast schedule of transporting the exhibit items, and to preserve the exhibition site building, workers are forbidden from hanging wire on any part of the building structure.
9. Residents of the area surrounding the exhibition site will pass through the site during the period of the exhibition. Please use caution when driving within the site.

## 5. Delivery Service

Exhibitors must make their own arrangements for receiving packages at the exhibition site. The exhibition organizer will not accept packages on their behalf. If you will be using a delivery service to transport exhibition items into the site, fill out the exhibition site location, exhibitor name, booth number, representative name, and delivery date on the delivery slip.

### ■ Example of delivery slip

619-0225

Kyoto-fu Kizugawa-shi Kizugawadai 9-6 or Soraku District, Seika-machi Seikadai 7-5-1

Kansai Cultural and Academic Research City

Keihanna Open Innovation Center

KYOTO SMART CITY EXPO 2015

To: Exhibitor Name: xxxx Representative: xxxx (*Booth number*)

Cell phone number of the representative on the day of the exhibit xxxxxxxxxxxx **《required》**

**Delivery date: May 20 [Wed.]**

**※Please specify delivery for between 9:00 a.m. ~ 5:00 p.m.**

\* Fill out the name and cell phone number on the delivery slip of the representative who will pick up the package on the day of the exhibit.

\* The organizer will not accept any packages. Exhibitors must receive packages at their own responsibility.

\* Delivery service vehicles do not need transportation vehicle badges.

### ● Transportation out by delivery service

If you would like a delivery service to handle transporting out your exhibit, please use the delivery service designated by the exhibition site. The organizer will hand you the delivery slip.

# 6. Exhibition site supervision and cleanup

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## 1. Site supervision

- Exhibitors are responsible for maintaining supervision of their own exhibit items. The exhibition sponsor, organizer, and exhibition site are not responsible for any theft or damage. Exhibitors shall take measures to protect their belongings, including buying insurance.
- Please bring home all trash, including decoration materials and packing materials. (Each exhibitor shall be responsible for managing their own belongings).
- Please store all packing materials and empty boxes used for transporting exhibition items within your own booth.

## 2. Cleanup

- Please tear down your booth completely and dispose of all waste.
- In the event that the exhibition organizer has to clean up materials left behind by the exhibitor at the site, the organizer will charge the exhibitor for the costs of cleanup at a later date.

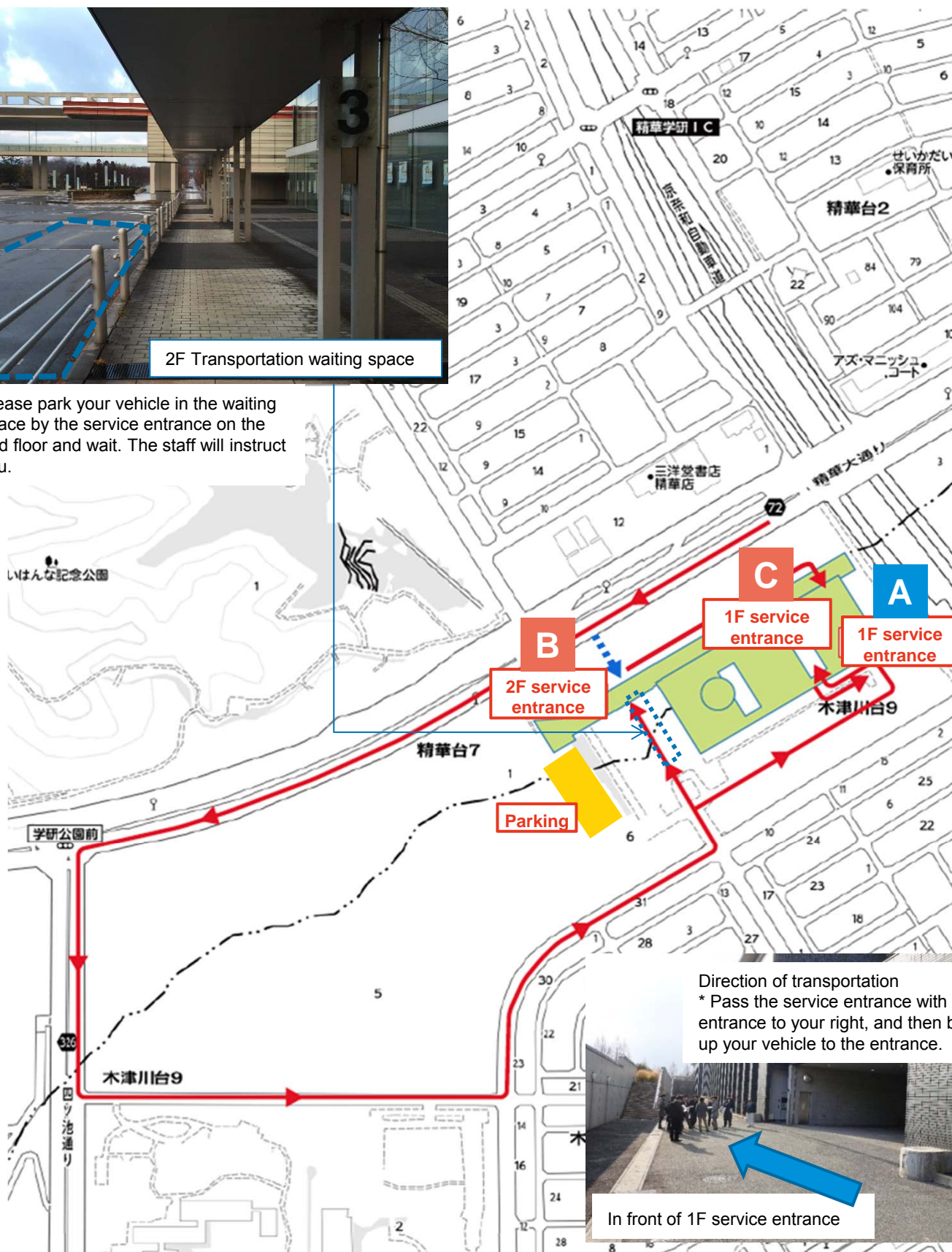


## 7-1. Path to the service entrance



2F Transportation waiting space

Please park your vehicle in the waiting space by the service entrance on the 2nd floor and wait. The staff will instruct you.



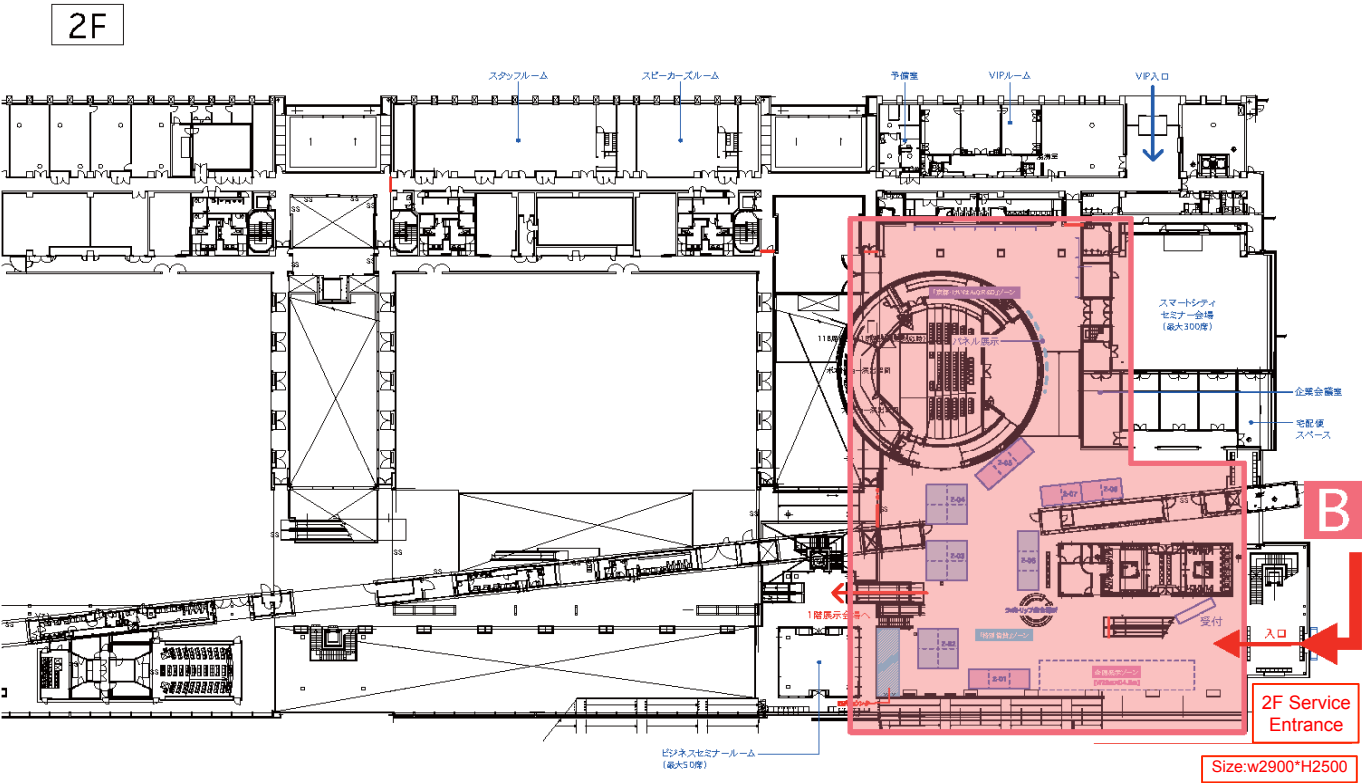
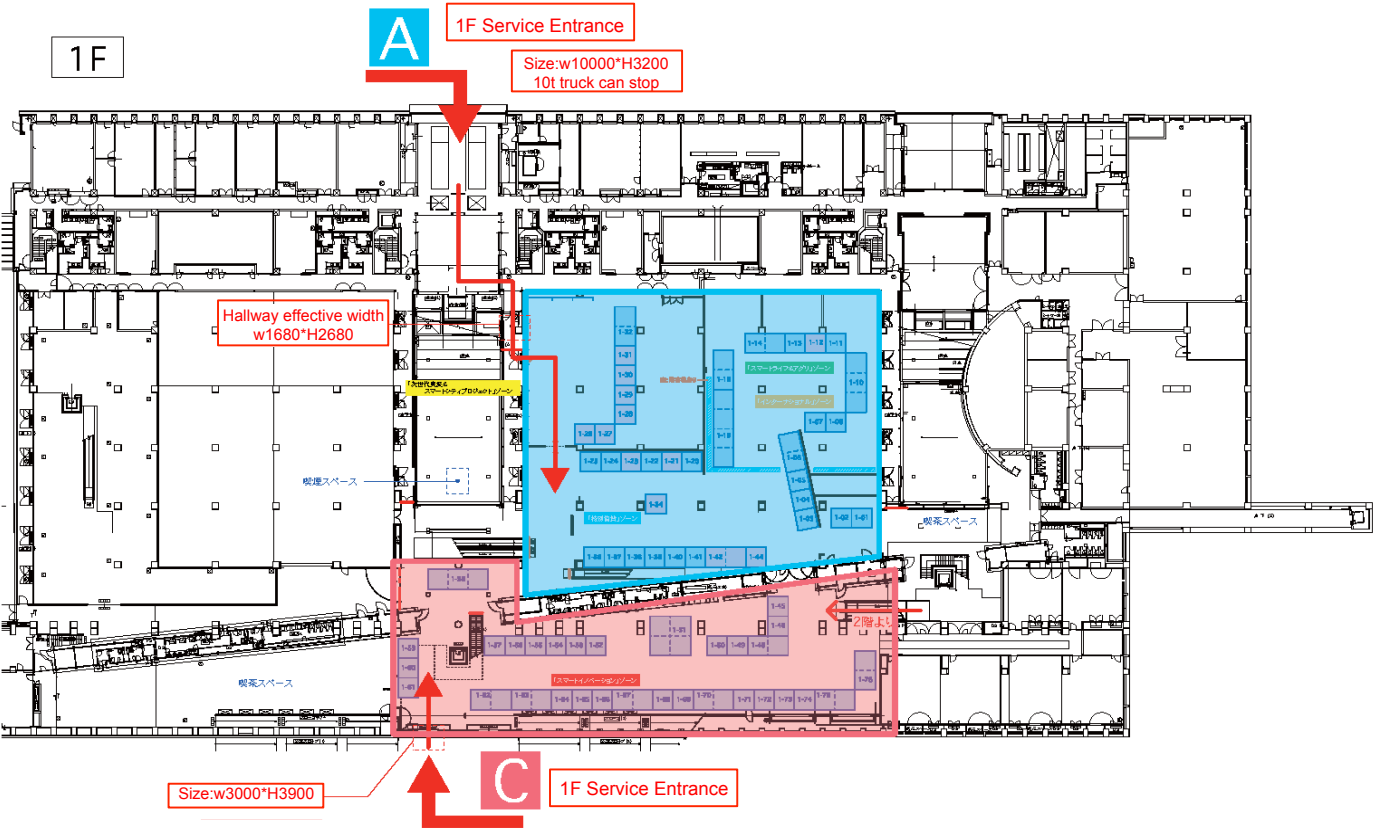
Direction of transportation  
\* Pass the service entrance with the entrance to your right, and then back up your vehicle to the entrance.

In front of 1F service entrance

\* Congestion is expected in the area around the service entrance. Please move your vehicle to the parking lot after unloading your belongings.

\* Access to the invited exhibits zone and access for transporting in test-drive vehicles is available from the entrance on Seika Odori street.

# 7-2. Path to the service entrance



# 8-1. Booth construction

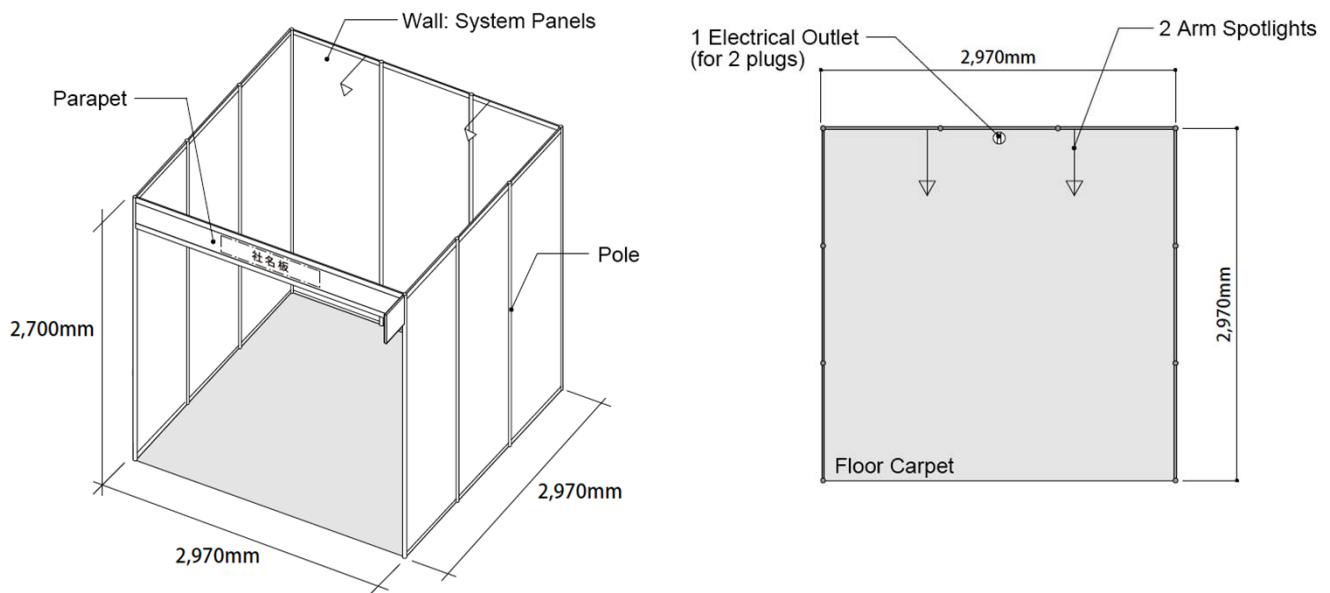
When decorating your booth, please follow all guidelines to prevent accidents, dangerous situations, and fires. These guidelines are created to preserve order at the exhibition site and to prevent trouble between exhibitors. We appreciate your understanding.

## Booth location and booth number

Exhibitors will be notified separately of their designated booth locations and booth numbers.

Exhibitors may not loan, trade, or give their space to any third parties.

## Booth size and booth diagram



### Booth construction

- |  |   |
|--|---|
| ● Size of 1 booth : W3,000mm * D3,000mm * H2,700mm                                     | ● 2 Arm Spotlights 100W                         |
| ● Back Panel Octanorm System   | ● Floor Carpet (for 1 space)                    |
| ● Parapet 3 m  | ● 1 Electrical Outlet (for 2 plugs) within 800W |
| ● Company name board in 1 location<br>(white base with black lettering in Gothic font) | ● Construction/Usage Amount - Up to 1 kW        |

\* For companies with spaces spanning 2 or 3 booths, there will be 1 parapet pillar per booth space.

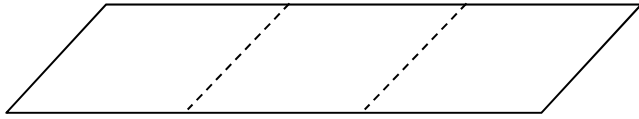
\* Corner booths will not have divider panels setup on the sides with walkways. Please contact the organizer if it is needed.

#### ● Caution

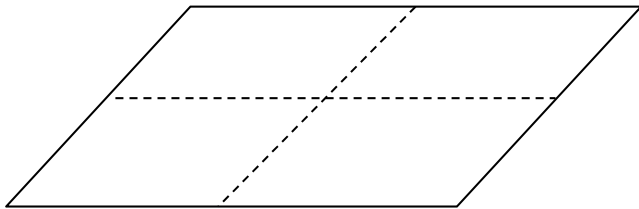
1. You may not attach nails or pins to the panels.
2. You may attach posters or light photo panels to the panel walls or poles with double-sided tape or adhesive paper, but it is your responsibility to restore everything to its original condition when it is time to clean up.
3. You may not modify or cut the panels or poles.
4. Please use clips for fixing lighting (spotlights, etc.) to the panels and poles. You may not use screws or bolts.
5. Considering the strength and durability of the panels and poles, do not let heavy items or decorations against the panels or poles. Please contact the organizer.
6. The system panels are rented. In the event of damage by the exhibitor, the exhibitor shall be responsible for the cost. Please handle with care.

## 8-2. Booth construction

### Booths with 3 or 4 allocated spaces



3 booth space (parallel)



4 booth space (block)

#### Booth construction

- Size of 1 booth : W3,000mm \* D3,000mm
- No restrictions regarding margins
- Construction/Usage Amount :  
(1 kW per booth) (external distribution panel)  
If requesting additional electric supply, please  
submit the form **[Forms for submission 1]**

#### \* Height restrictions : H 3,600mm

Each exhibitor will be provided with an allotted space

## 9. Decoration rules

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1. The height restriction for booths is 2,700 mm.  
Booths that span 3 or 4 spaces are permitted to be up to 3,600 mm high.
2. Please do all work within your own booth.
3. Please do not let exhibited items protrude from your booth. Putting chairs or catalog racks outside of your booth is a violation of the rules.
4. Please only use flameproof decoration materials (including carpet). Please be sure to attach flameproof stickers to all flameproof materials.
5. Construction using pins, anchors, nails, glue, tape, and wires on the exhibition site facilities such as floors, walls, columns, and doors, except for within your own booth, is strictly prohibited.
6. The back panels of the basic booths are system panels. Coating and using nails is not permitted.
7. Please show consideration for neighboring booths when constructing walls within your booths and take care not to close off neighboring booths. (There are no specifications about exact measurements, but please show consideration for your neighbors).
8. Booths spanning multiple spaces in parallel will have system panels set up in the back and between spaces. Each exhibitor is free to decorate however they like, but are not permitted to remove the panels. If you are planning for visitors to move between the spaces, please be sure to provide room for an evacuation route in case of emergencies.
9. Roofed structures, structures with 2 stories, ceilings, and roofs are not permitted inside the booths.
10. Exhibitors are responsible for cleaning their own booths. Trash and waste materials produced by each exhibitor must be disposed of by the exhibitor.
11. The site is expected to be congested during booth decoration and carrying in exhibition items. Please take care not to block the hallway and to preserve the evacuation route.
12. Workers wear helmets and safety belts when working on high places. Helmets are also required when doing work on a ladder.
13. Notify the organizer immediately in the case of any damage to the site facilities. The exhibitor will be billed for the cost of repair.
14. Exhibitors must completely remove their booths and restore their booth space to its original condition after the end of the exhibition.

# 10. Electrical construction

1. Basic booths are equipped with 2 arm spotlights and 1 electric outlet panel (with 2 outlets).

\* If you want to request additional lighting or outlets other than the above, please apply by filling out **[Forms to submit 1]** and return it to the organizer by April 21 (Tue). Electricity supply prices are listed on **[ Forms to submit 1]**.

2. The exhibition site is supplied with electricity 24 hours a day.

3. Basic booths are equipped with an electricity supply of 1kW per space. If you will be using more than the specified capacity, please fill out and submit **[ Forms to submit 1]**.

## ●Electricity supply prices

Exhibitors shall bear the cost of additional electricity supply according to the rates listed below.

Electricity supply price (tax not included)	Single phase 100 V	12,000 yen per kW (1 additional outlet per additional kW)
	Single phase 200 V	15,000 yen per kW (1 additional outlet per additional kW)
	Three phase 200 V	18,000 yen per kW (1 additional outlet per additional kW)

\* Electricity charges will be billed to the exhibitor by the organizer after the conclusion of the exhibition.

4. Please adhere to the following rules if performing electrical construction independently.
  - ① All workers must carry an electrical construction worker license as specified in electrical construction law.
  - ② For wiring for lighting devices, use cables of size F or above. Use a connector to connect cords. Do not connect cables without a connector.
  - ③ Use a current leakage circuit breaker on switches on electric facilities in the booth., and use a no fuse breaker or a cutout switch with an appropriate fuse on splitter switches., and do not substitute copper wires.
  - ④ For wiring for 100 V lighting, for lighting devices over 15A, connect only one device per circuit, and for lighting devices under 15A, use one circuit switch per device.
  - ⑤ Be careful that incandescent light bulbs, resistant devices, and devices that generate heat do not contact or heat flammable materials. Be careful that the devices are positioned so that they pose no danger to exhibit visitors.
  - ⑥ The basic installation of the organizer consists of providing a switch. For all electric construction within exhibitor booths, an application should be made by submitting **[ Forms to submit 1]**.
  - ⑦ Fill in the name and address of the electric construction contractor that your company will request to do the wiring inside your booth in the area marked "electric construction contractor name and address".



# 11. Fire prevention / disaster prevention

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## Prohibited activities

The following activities are prohibited at the exhibition site, as specified in the fire prevention law.

1. Smoking (there is a designated smoking area)
2. Use of open flames
  - Flammable devices that use fuel and generate sparks or flames, or devices with exposed heating elements
  - Electric heaters, stove burners, electric stoves, alcohol lamps, etc.
3. Bringing combustible gas (general pressurized gas such as liquefied petroleum gas, acetylene, or hydrogen)
4. Bringing hazardous materials such as gasoline, kerosene, machine oil, fuel oil, or animal and vegetable oil
5. Bringing hazardous materials such as sub-hazardous materials, dynamite, or large quantities of matches, candles, or spray cans.
6. Bringing oil contained in machines (compressors, vehicles, etc.)
7. Bringing machines or devices that produce bad odors or much smoke (smoke machines, etc.)
8. Two-storied or roofed structures in booths

Please contact the organizer if the use of any of these materials or devices is necessary for the demonstration of exhibition items.

# 12-1. Other considerations and precautions

## 1. Internet

Wired internet connections can be provided to booths upon request for a fee.

If you would like to request to use the site's wired LAN connection, fill out [ **Forms to submit 2** ] and return to the organizer by April 21 (Tue).

## 2. Supervision of exhibited items and accidents

Exhibitors are responsible for supervising their own exhibits. The exhibition sponsor and organizer are not responsible for any theft, loss, or damage. It is recommended that exhibitors consider taking countermeasures such as buying insurance.

If an accident occurs and the exhibitor is at fault, it is the exhibitor's responsibility to resolve matters. The exhibition sponsor and organizer have no responsibility. We appreciate your cooperation.

## 3. Return of luggage

A Yamato Transport delivery service counter will be available at the exhibition site on the last day of the exhibition only. The delivery service will only handle packages being sent by pay upon delivery, not pay upon sending.

If you are requesting pickup by a delivery service independently, stay with your package until it has been picked up. If the package is left at the site, then it will be put in storage, and the exhibitor will be billed for the costs of the storage.

## 4. Noise restrictions / use of microphones

Be careful to control the volume of any demonstrations and videos so as not to disturb neighboring exhibitors. The use of wireless microphones is prohibited within the site.

In the event of complaints from neighboring exhibitors arising from noise levels during presentations or demonstrations, or the organizer has judged that the exhibitor is disturbing the operation of the exhibition, the exhibitor will be requested to take proper countermeasures, and in some cases asked to cease the presentation or demonstration.

## 5. Distribution of goods / other items

Pamphlets etc. may only be distributed within your own booth. You may not distribute pamphlets in the walkway. Spot selling of exhibited items and selling of goods is prohibited.



# 12-2. Other considerations and precautions

## 6. Photography

### ① Taking photographs of items on display

Do not photograph booths or displayed items without the permission of the exhibitor.

### ② Taking photographs of your own booth

Do not disturb visitors when taking photographs your booth. If you will be taking photographs of your booth outside the standard hours, please notify the organizer.

### ③ Press photography

The organizer will issue press cards to the press permitted by the sponsor and the organizer's photography team. We request your cooperation with photographers wearing press cards..

## 7. Stopped paging / announcements

External paging and announcements will be stopped during the exhibition in order not to disturb business negotiations. However, they will be available during the transportation period.

## 8. Cleaning

① Waste and packing materials such as wood, veneer boards, cardboard, plastic, and electrical wires must be disposed of by the exhibitor.

② Exhibitors must maintain the cleanliness of their own booths and bring their own cleaning supplies.

③ If any exhibition items or decoration materials are left at the site past the specified time, the organizer may dispose of these items. The exhibitor will be responsible for bearing the cost of disposal of the items.

## 9. No smoking

Smoking is prohibited in the exhibition site, including exhibitor booths. Smoking is not permitted except for the designated smoking area.

## 10. Storage rooms

The exhibition site does not have any free storage rooms available. Exhibitors are responsible for storing their own empty boxes, etc.

## 11. Changes to and cancellation of the exhibition

If the exhibition organizer deems it inappropriate to hold the exhibition due to situations such as societal conditions, natural disasters, accidents, or infectious diseases, the exhibition may be held on a different date or cancelled. The organizer is not responsible for risks and losses associated with changes or cancellation. However, if the organizer cancels the exhibition, the organizer will return all or part of the exhibition fees paid by the exhibitors.

## 13. Attached items

Print	Number		Distribution Date
Posters (A1)	① Number distributed	Requested number	Early-April
	② Requests for additional items	Please contact us (apply using <b>[Forms to submit 3]</b> ).	
Invitations / tickets	① Number distributed	Requested number	Early-April
	② Requests for additional items	Please contact us (apply using <b>[Forms to submit 3]</b> ).	
Vehicle badges	① Number distributed	Badges will be uploaded online. Please print out and use.	Mid-April
	② Requests for additional items		
Exhibitor badges / worker badges (for construction contractor)	① Number distributed	10 per booth	Mid-April
	② Requests for additional items	Free (apply using <b>[Forms to submit 4]</b> ).	

\* Additional exhibitor badges are also available from the organizer at the exhibition site on the setup day (May 20 (Wed)).

## 14. Forms to submit

No.	Forms to submit	Submission deadline	Submit to
1	Application for additional electricity, lighting, and electrical construction	2015.4.21[Tue.]	Shimadzu AdCom Co., Ltd.
2	Application for internet connection / rental equipment	2015.4.21[Tue.]	Shimadzu AdCom Co., Ltd.
3	Application for additional invitations and posters	2015.4.21[Tue.]	Shimadzu AdCom Co., Ltd.
4	Application for additional exhibitor badges / worker badges	2015.4.21[Tue.]	Shimadzu AdCom Co., Ltd.
5	Registration form for decoration and construction contractor (agent)	2015.4.21[Tue.]	Shimadzu AdCom Co., Ltd.
6	Text for display on website and publicity material	2015.3.20[Fri.]	Shimadzu AdCom Co., Ltd.

【Forms marked with a ○ are required】

Submit the forms through email or FAX. The forms are also available on our website for download.

### KYOTO SMART CITY EPXO 2015 Administrative Office

c/o Shimadzu Advertising & Communications Co., Ltd.

The person in charge : Nakajima , matsuoka


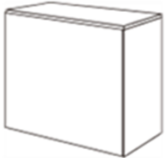














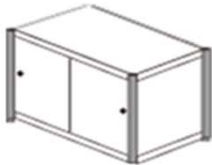
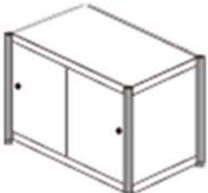
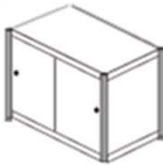




1 Nishinokyo Tokudaijicho, Nagagyo-ku, Kyoto, 604-8445

TEL : (075) 823-1109 FAX : (075) 823-3659 E-mail : smartcity@shimadzu-ad.jp

# 15. Introduction of optional items

Apply by submitting **[Form to submit 2]** to the organizer by April 21 (Tue).

\* The amounts shown do not include tax.

<b>1 Cafe set</b> 	<b>2 Information counter</b> W900D450H750 	<b>3 Table</b> W1800D600H700 <b>4 Table</b> W1200D600H700 	<b>5 Table</b> W6500D500 H600 
<b>6 Round table (white laminate)</b> φ600 H1000 	<b>7 Round table (white laminate)</b> φ750H700 	<b>8 Stacking chair</b> 	<b>9 Counter chair</b> 
<b>10 Folding pipe chair</b> 	<b>11 Operator chair</b> 	<b>12 Catalog stand</b> A4 12 shelves 	<b>13 Tabletop catalog stand</b> A4 
<b>14 Business card post box</b> 	<b>15 Sign stand</b> 	<b>16 White cloth</b> 	<b>17 Potted plant - large</b> <b>18 - medium</b> <b>19 - small</b> 
<b>20 System exhibit stand</b> W990D990H750 	<b>21 System exhibit stand</b> W990D990H900 	<b>22 System exhibit stand</b> W990D450H750 	<b>23 System exhibit stand</b> W990D450H900 
	<b>24 LCD monitor - 20 inch tabletop</b> (for computer) no speakers <b>25 LCD monitor - 32 inch tabletop</b> (for computer / VHS) attached speakers <b>26 LCD monitor - 32 inch wall mounted</b> (for computer / VHS) attached speakers <b>27 LCD monitor - 42 inch tabletop</b> (for computer / VHS) attached speakers	<b>28 Laptop computer</b> - Windows, Microsoft Office installed 	<b>29 DVD player 100W</b> 

\* Please contact the organizer if there are other items you would like to request for rental.