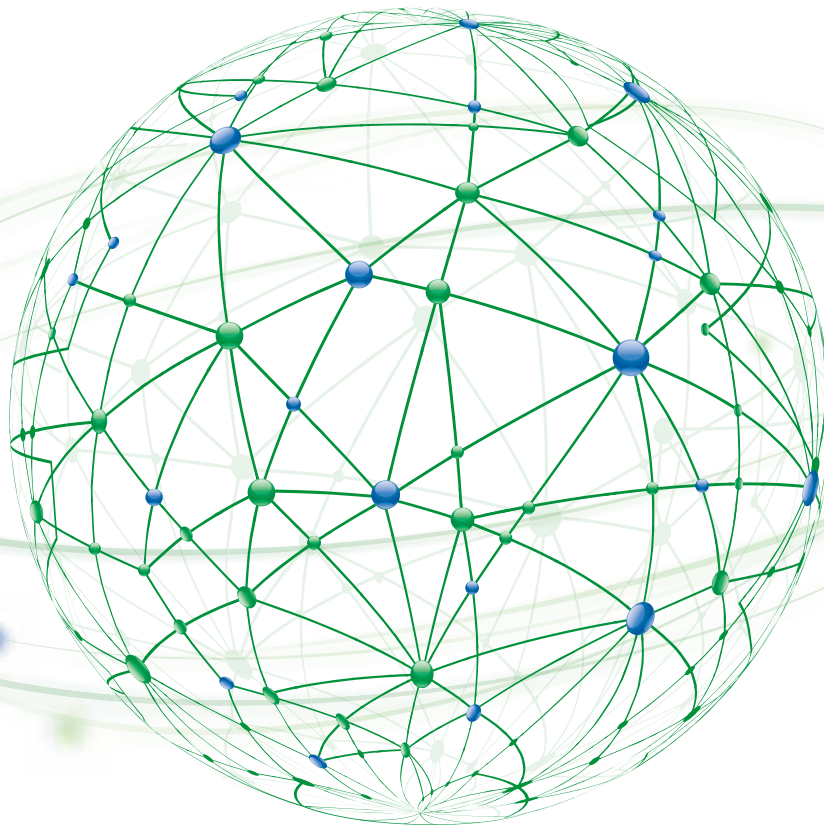


NEVER STOP INNOVATING



MONODZUKURI for a sustainable future



2024

Physical × Online

Physical

2024.1.31 [Wed.] - **2.2** [Fri.]
10:00 a.m.-5:00 p.m.
TOKYO BIG SIGHT West Exhibition Halls

Online

2024.1.31 [Wed.] - **2.16** [Fri.]

<https://iifes.jp/ex/>



Organizer



The Japan Electrical Manufacturers' Association



Nippon Electric Control Equipment Industries Association



Japan Electric Measuring Instruments Manufacturers' Association

Sponsorship

Ministry of Economy, Trade and Industry, Ministry of the Environment,
Japan External Trade Organization (JETRO), Tokyo Metropolitan Government,
Tokyo Big Sight, US Embassy Commercial Service,
Embassy of the Federal Republic of Germany, Business France

* (In no particular order, application planned)

Major Exhibition of Cutting-Edge Technologies for
Automation and Measurement

Theme of IIFES 2024

MONODZUKURI for a sustainable future

MONODZUKURI in Japan continues to evolve through technological innovation and DX, and will contribute to the realization of a more sustainable future based on GX (Green Transformation). IIFES has always provided a venue to globally disseminate and experience the latest technologies and future visions. In IIFES 2024, we will further promote the "fundamental power" of MONODZUKURI by holding real and online exhibitions with a view to the after-Covid 19 era.

***MONODZUKURI:**

It represents the evolution of Japanese craftsmanship, which is based on the strengths of Takumi-no-waza (Artisan's Skill), Kaizen(Improvement), and high quality, combined with digital technologies such as IoT and AI, to create craftsmanship suitable for a diversifying social environment.

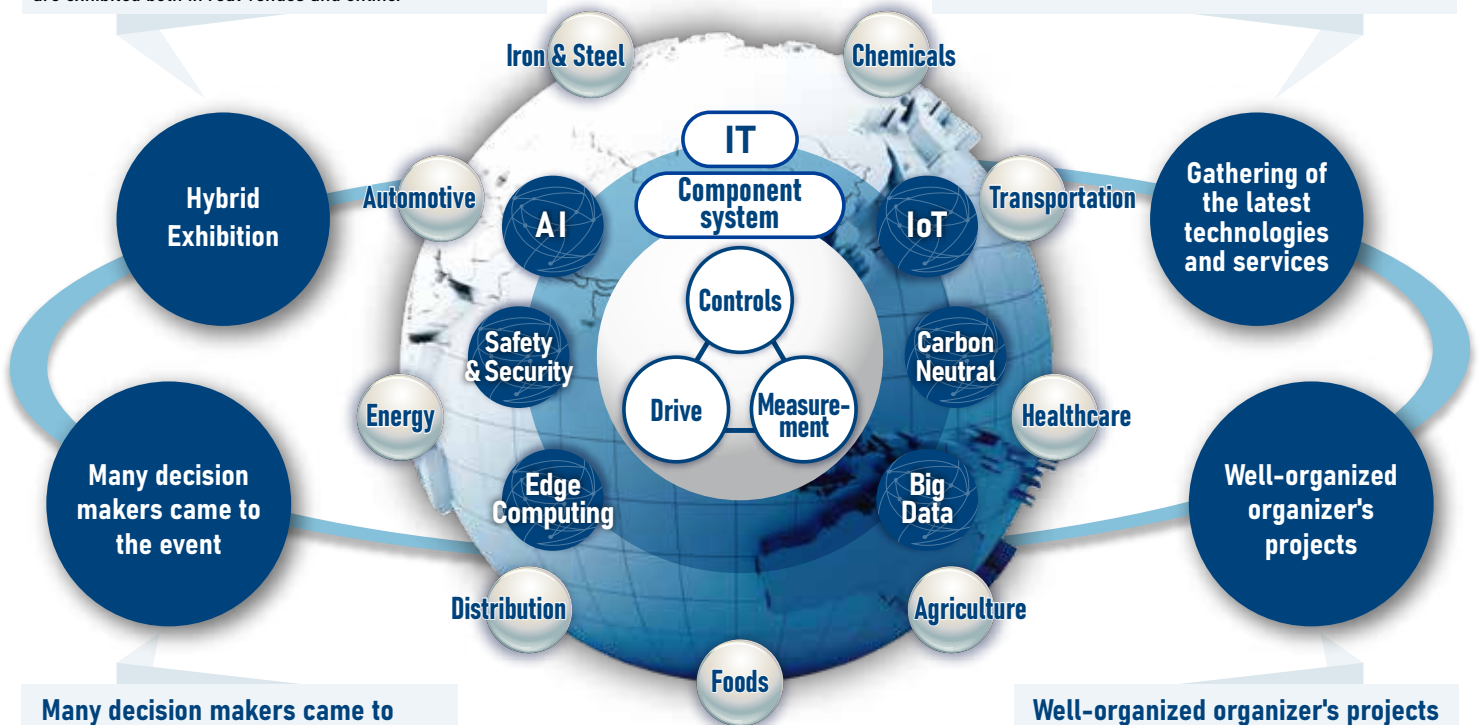
Japan's largest exhibition of advanced automation and measurement technologies

IIFES is one of the largest exhibitions in Japan, where a wide range of products and services, from the equipment and devices that support the electronics and measurement industries to the products and services that utilize them, are exhibited both in real venues and online.

The Aim of IIFES

Gathering of the latest technologies and services

IIFES is highly regarded as a place where visitors can gather information on the latest technological trends.



Many decision makers came to the event

Many decision makers for product and service introduction visited the exhibition, and business meetings were actively conducted on the exhibition floor.

What is IIFES?

IIFES (Innovative Industry Fair for E x E Solutions™) was created in 2019 by combining Japan's leading comprehensive automation exhibition, the System Control Fair (SCF), and Japan's largest exhibition specializing in measurement and control, Measurement & Control TOKYO, into one exhibition.

Well-organized organizer's projects

IIFES invites lecturers not only from the manufacturing industry but also from other industries, hold KEYNOTE sessions to propose the future of manufacturing, and plan to deepen exchanges with students who will be the future leaders of the manufacturing industry.

Exhibition Categories & Expected Exhibiting Items

Exhibition Categories	Expected Exhibiting Items	
Manufacturing and related services and solutions in all industrial fields including iron and steel, chemicals, automotive, electronic devices, healthcare, foods, and distribution, and social infrastructure including energy, waterworks, transportation, waste management, environmental solutions for carbon neutral, safety and security	Components and Systems Controls, Drive, Measurement, Receiving and Distributing, Electricity, Industrial Use Robots, Energy Saving, New Energy	ICT IoT / M2M, Cloud, Wireless/5G, Edge Computing, AI, Big Data

3 days to experience the present and future of MONODZUKURI, a company that continues to innovate.

17 days of manufacturing updates through online

IIFES 2024 will also hold a physical exhibition and an online exhibition. IIFES will actively seek to attract visitors to both exhibitions.

- **Physical Exhibition:** Provides an opportunity to experience firsthand products incorporating the latest technologies surrounding both the automation and measurement fields.
- **Online Exhibition:** Exhibitors can promote company's latest products and solutions without time and location restrictions.

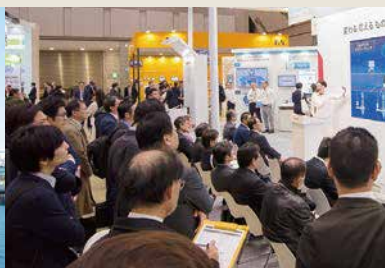
Through both exhibitions, IIFES provides opportunities for business creation and mutual communication between industry, government, and academia.

Physical Exhibition

2024
1.31 [Wed.] - 2.2 [Fri.]

Online Exhibition

2024
1.31 [Wed.] - 2.16 [Fri.]

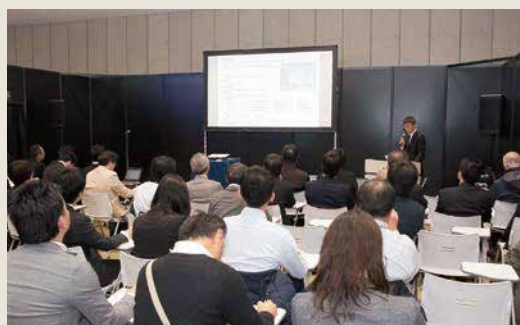


Focusing on **THREE** keywords that are currently attracting attention Cutting-edge technologies and information from the electronics and measurement industries.

Sustainable
Carbon Neutral

Innovation

DX



This year's exhibition will focus on the three keywords of "sustainability(carbon neutral)," "innovation," and "DX," and will actively invite exhibitors of products and solutions that support these keywords. IIFES will also invite companies and key persons who are working on the three keywords and achieving results, and will be prepared to introduce the latest case studies through seminars and KEYNOTE.

Physical Exhibit Menu

* All prices below include 10% consumption tax.

Segment	Menu	Fee (per booth/session)		Upper limit of applications	Booth Location Selection	Detail
		Member	Non-Member			
Booth ^{*2}	Standard Booth(space only)	JPY 374,000	JPY 407,000	unlimited	● ^{*6}	P4&5
	Shell Scheme(Display-Ready)Booth	JPY 484,000	JPY 517,000	3 Booths	● ^{*6}	P4&5
	Publication and Press Booth	JPY 198,000		1 Booth	No selection To be determined by the organizer	P5
Seminar	Sponsorship Session Plan A ^{*3} Lecture Time : 90min./session, Capacity : 250seats	JPY 2,200,000		unlimited	—	P6&7
	Sponsorship Session Plan B ^{*3} Lecture Time : 90min./session, Capacity : 70seats	JPY 770,000		unlimited	—	P6&7
	Exhibitor's Seminar [for booth exhibitors] ^{*4} Lecture Time : 40min./session, Capacity : 70seats	JPY 165,000		3 sessions per company ^{*5}	—	P6&7
	Exhibitor's Seminar [without booth exhibitors] ^{*4} Lecture Time : 40min./session, Capacity : 70seats	JPY 330,000		3 sessions per company ^{*5}	—	P6&7

*1 The membership fee is applied to members of either the Japan Electrical Manufacturers' Association (JEMA), Nippon Electric Control Equipment Industries Association (NECA), or the Japan Electric Measuring Instruments Manufacturers (JEMIMA).

*2 The exhibition fee includes booth number tags, back and side walls in addition to the exhibition space.

*3 Sponsorship sessions can be applied for even if exhibitors do not have a booth.

*4 Priority will be given to booth exhibitors. If there are no booth exhibitors, applications will be accepted after the application deadline only if space is available.

*5 After the exhibition application deadline, additional applications may be accepted beyond the limit of a maximum of three slots per company, only if there are available spaces.

*6 Please refer to page 5 for booth location selection.

Online Exhibit Menu

* All prices below include 10% consumption tax.

Menu	Fee	Detail
Booth	Startup Plan ^{*7} (Limited to first 20 companies)	JPY 220,000
	Basic Plan	JPY 385,000
	Gold Plan	JPY 1,320,000
	Platinum Plan	JPY 3,850,000
Seminar	Online Sponsorship Session	JPY 1,100,000
	Online Exhibitor's Seminar ^{*8}	JPY 330,000 [JPY 165,000]

*7 Exhibitors must be companies that have been in business for less than 9 years (established in January 2015 or later).

*8 JPY 165,000 will be charged for exhibiting a booth at the online exhibition.

Online Exhibition Exclusive - Option Menu

* All prices below include 10% consumption tax.

Menu	Free	Application Target
Content (detailed product and solution information pages) Addition	JPY 220,000	Online Booth Plan
Commercial Video (15 seconds or less) on the Entrance Page	JPY 990,000	Startup Plan, Basic Plan
Questionnaire and PDF download function for online exhibitor's seminars	JPY 110,000	Online Exhibitor's Seminar

Option Menu for Physical and Online Exhibitors

* All prices below include 10% consumption tax.

Menu	Free
Publication of an advertorial contents (with coverage) on the official website + a set of mail magazine inducement slots ^{*9}	JPY 990,000
IIFES e-newsletter ad(header message)	JPY 220,000
Logo placement in IIFES Guidebook	JPY 440,000

*9 Advertorial

• Location: IIFES 2024 Official Website • Publication Period: January 17 - February 16, 2024 (tentative) • Coverage Period: Until early December 2023

• Content: Text of approximately 2,500 characters, photographs and images

• Ad Inducement Slot: IIFES mail magazine 2-line announcement x 2 times, Nikkei BP targeted mailings (planned distribution: 100,000 copies)

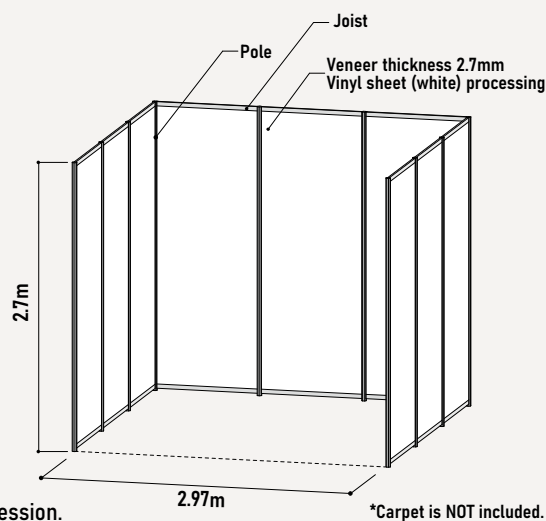
• Notes: * No lead information or publication reports will be provided.

* If the coverage is outside of the Tokyo metropolitan area, actual transportation costs will be charged separately.

Standard Booth (space only) with foundation panels | Width 3.0m x Depth 3.0m

* All prices below include 10% consumption tax.

Member*	Non-Member*
JPY 374,000 per booth	JPY 407,000 per booth



The membership fee is applied to members of either The Japan Electrical Manufacturers' Association (JEMA), The Nippon Electric Control Equipment Industries Association (NECA), or Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA).

- If you apply for a regular booth, the following two items are included.
No installation (removal) is also possible upon request.
For details on the procedures, please refer to the "Exhibitor Manual" provided at the Exhibitor Briefing Session. Please confirm the procedures in the Exhibitor Manual provided at the Exhibitor Briefing.

- [1] Booth number tags
- [2] Back and side walls

- Even if an exhibitor choose a regular booth (space only) when applying to exhibit, an exhibitor can apply for an additional shell scheme (for a fee) after Exhibitor Briefing Session.

Shell Scheme (Display-Ready) Booth | Width 3.0m x Depth 3.0m x Height 2.7m

*Only for exhibitors with up to 3 booths.

* All prices below include 10% consumption tax.

Member*	Non-Member*
JPY 484,000 per booth	JPY 517,000 per booth

The membership fee is applied to members of either The Japan Electrical Manufacturers' Association (JEMA), The Nippon Electric Control Equipment Industries Association (NECA), or Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA).

The organizer will prepare the necessary items for the exhibition, such as company name boards, carpets, electrical work, rental equipment, etc. This service is recommended for first-time exhibitors and exhibitors who do not need special exhibition methods.

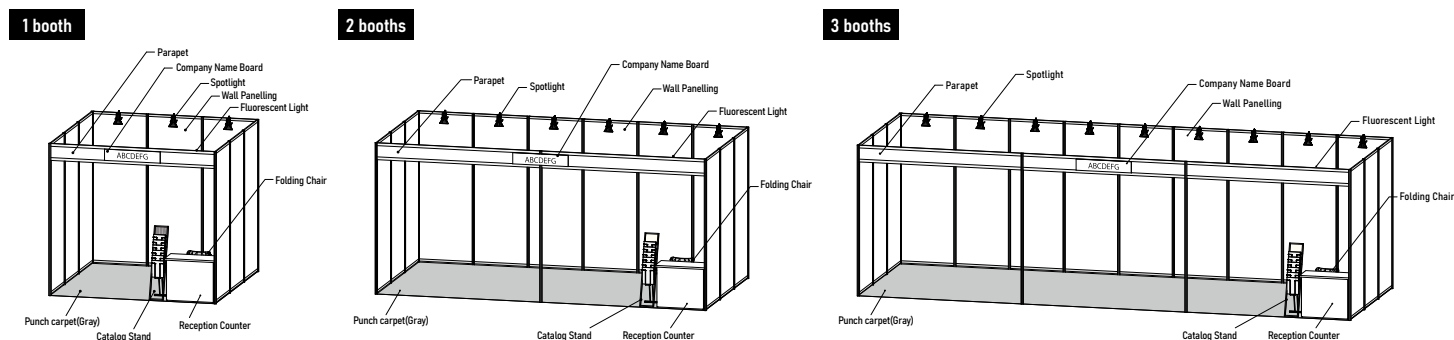
Please refer to the following for the equipment included in the package.

Auxiliary Facilities

Items	1 booth	2 booths	3 booths
Company Name Board	1 set	1 set	1 set
Parapet	1 set	1 set	1 set
Spotlight	3 lights	6 lights	9 lights
Fluorescent Light	1 light	2 lights	3 lights
Punch Carpet	1 set	1 set	1 set
Reception Counter	1 unit	1 unit	1 unit
Folding Chair	1 chair	1 chair	1 chair
Catalog Stand	1 unit	1 unit	1 unit
Electric Work	1 kw	2 kw	3 kw
Power Outlet (2 outlets)	1 power outlet	2 power outlets	3 power outlets

- If an exhibitor requires equipment or electrical work other than those listed above, it can be added for an additional fee.
For details, please refer to the "Exhibitor Manual" distributed at Exhibitor Briefing.

Layout image of Shell Scheme (Display-Ready) Booth



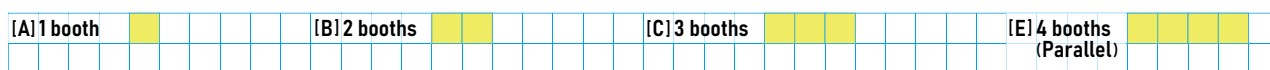
About Booth Location Selection

- The organizer will adjust and determine the allocation of booths for the entire venue after the deadline for exhibitor applications, taking into consideration the shape of the booths and the configuration of the venue.
- Exhibitors will be asked to select their booth location at the booth location selection meeting (scheduled to be held in early Sept. 2023) in the order of the number of booths and the shape of the booth, in the order in which they applied to exhibit. Please refer to the following diagram for the booth shape, and select it when applying to exhibit. However, the location of booths with 16 or more booth spaces will be determined prior to the booth location selection meeting after adjustments are made by the organizer.
- Exhibitors may not object to the location of their booths once they have been determined.

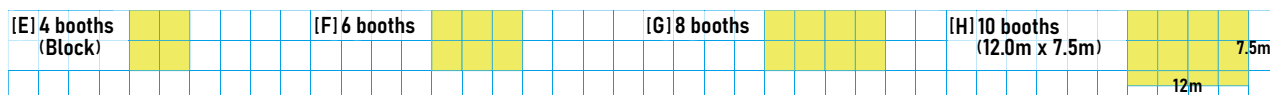
About Booth Shape

Parallel Booth

In principle, adjacent to other companies' booths.

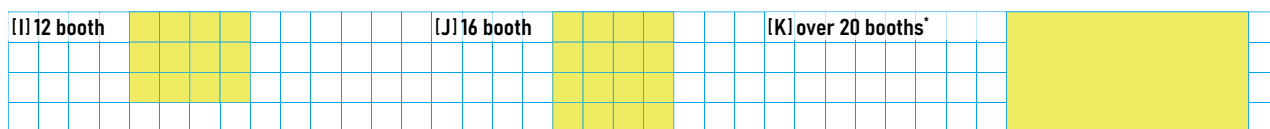


Block Booth



Independent Booth

No booths will be adjacent to other booths.



*The organizer reserves the right to change the booth shape at its discretion. However, the organizer reserves the right to change the booth shape at its discretion.

Publication and Press Booth | Width 3.0m x Depth 2.0m x Height 2.7m

* All prices below include 10% consumption tax.

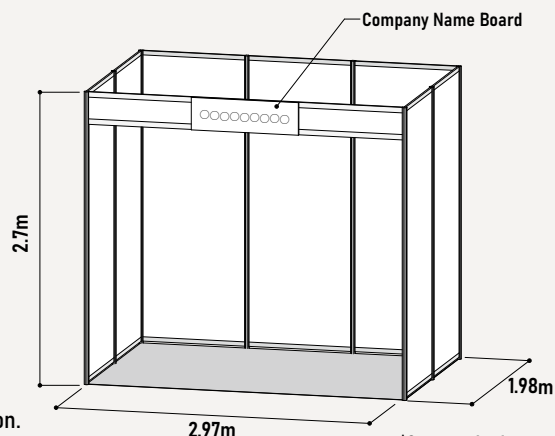
Fee

JPY 198,000 per booth

This menu is offered exclusively to companies/organizations in the publishing and press industry. Exhibitors can introduce your owned media, services, etc. to visitors interested in the manufacturing industry.

- The number of booths applied for is limited to 1 booth only.
- Booth locations will be determined by the organizer.

* If the organizer determines that the booth does not correspond to a publication or press booth, the exhibitor may be asked to change the exhibit menu to a general exhibition.



*Carpet color is gray.

Seminar Menu (Physical Exhibition)

This allows you to maximize the appeal of your products and services, which cannot be conveyed in an exhibition booth alone. Also, by requiring pre-registration, exhibitors can make contact with visitors who have a stronger interest in your products and services. Please consider this as an effective opportunity to promote your products and services to visitors, in addition to exhibiting in a booth.

* All prices below include 10% consumption tax.

		Sponsorship Session		Exhibitor's Seminar			
		Plan A	Plan B	for booth exhibitors	without booth exhibitors		
Fee per session		JPY 2,200,000	JPY 770,000	JPY 165,000	JPY 330,000		
Number of Venues		1	2	3			
Number of Available Slots		3	18	54			
Lecture Time		90 min.		40 min.			
Venue Capacity		250(Classroom seating)	70(Classroom seating)	70(Theater seating)			
Lecture Room		Special Seminar Room in Exhibition Hall		Special Seminar Room in Exhibition Hall			
On The Day Management		Full-time staff arranged by Management Office Director of proceedings, equipment operators Reception staff, induction staff, MC, etc.		None Equipment operator patrols only on preparation days			
Venue Equipment		<ul style="list-style-type: none"> • Reception Table: 1 • Long Desks and Chairs for participants • LCD projector • Podium: 1 • Laser pointer: 1 • Internet connection(wired) 		<ul style="list-style-type: none"> • Reception Chair: 2 • 16:9 screen: 1 • Wireless Microphone: 2 • PC for lectures 		<ul style="list-style-type: none"> • Reception Table: 1 • Chairs with small desk • LCD projector • Podium: 1 • Internet connection(wired) 	
Waiting Room for Lecturers		1		None			
Lead information provided	Pre-Session	Free of charge(2 times)		Charged(separate application)			
	On The Day	None *Barcode control for admission		Available(free of charge) *Printed out as a list for receptionists			
	Post-Session	Free of charge Scheduled for 5 business days after Physical Exhibition Business card information for pre- and on-site registrants (with attendance information)		Free of charge Scheduled for 5 business days after Physical Exhibition Business card information for pre-registered visitors (no attendance information)			
Report on the number of applicants		Contacted by email on every Monday		Contact IIFES Management Office on a case-by-case basis.			
Information Posting	Web Site	Lecture title, outline, speaker information, and speaker photo		Lecture title, outline, and speaker information			
	Printed Material	Lecture title, and speaker information		Lecture title, and name of lecture company			
Ancillary Services		Logo placement on official website and printed materials		None			
		Mail Magazine Ads(Center Location)					
Food and Beverage		Upon Request(with charge)		not allowed			

Application for Exhibiting at the Seminar

- The floor layout will be conducted in accordance with the venue guidelines of Tokyo Big Sight, maintaining social distance. Due to the venue guidelines, no more than the maximum number of visitors will be allowed.
- When exhibitors apply to participate, IIFES Management Office will ask to choose up to second choice of date and time for presentation.
- The date and time of each company's presentation will be decided by the organizer after comprehensive consideration of the date and time of application, number of slots, coordination with other sessions, and other factors. Please note that we may not be able to meet request.
- The lecture slots are not transferable, subleased, or exchanged.

Sponsorship Session

Sponsorship sessions are available for seminars with more in-depth content, such as lectures by top management and executives, and guest speakers. Hope exhibitors will take advantage of this opportunity to announce new products and promote.

- IIFES Management Office will ask exhibitors for up to their second choice of presentation date and time at the time of application. The lecture time differs for each plan, so please check the timetable. Please note that the lecture time is the same for all three days.
- The date and time of the lecture will be determined on a first-come, first-served basis.
- There is no limit to the number of slots per company, but if an exhibitor wish to apply for more than one slot, please contact IIFES Management Office in advance.
- Details of the advertising menu associated with sponsorship sessions will be provided after Exhibitor Briefing.



Timetable(common for 3 days)

Plan	Lecture Time	Room 1(Cap.250)	Room 2(Cap.70)	Room 3(Cap.70)
A	13:00 - 14:30	●	—	—
B	10:30 - 12:00	—	●	●
	13:00 - 14:30	—	●	●
	15:00 - 16:30	—	●	●

Exhibitor's Seminar

Exhibitor seminars can be held in a special seminar room set up in the exhibition hall. By setting up in the exhibition hall, you can explain details to new customers and promote your new products to existing customers.

- When an exhibitor apply, IIFES Management Office will ask for preferred lecture date and time up to your second choice. Please note that the lecture time is the same for all three days.
- A maximum of three slots per company may be applied for, but the maximum number of presentations per day will be limited to "one slot per company".
- Please note that additional applications may be accepted after the application deadline, exceeding the limit of a maximum of three slots per company, only if there are available slots.
- The date and time of each company's presentation will be decided by the organizer after comprehensive consideration of the date and time of application, number of slots, coordination with other sessions, and other factors. Please note that we may not be able to meet your request.
- Exhibitors are responsible for running the seminar(reception, etc.)on the day of the seminar.
- IIFES Management Office will provide reception tables, chairs for participants, and video equipment, but each company must provide its own PCs.
- For information on equipment and supplies to be prepared by IIFES Management Office, please refer to the "Information on Seminars" to be sent after Exhibitor Briefing.



Timetable(common for 3 days)

Lecture Time	Room A	Room B	Room C
10:20 - 11:00	●	●	●
11:20 - 12:00	●	●	●
13:00 - 13:40	●	●	●
14:00 - 14:40	●	●	●
15:00 - 15:40	●	●	●
16:00 - 16:40	●	●	●

Online Exhibition

IIFES 2024 ONLINE

2024.1.31 [Wed.] - 2.16 [Fri.]

In the previous exhibition (IIFES 2022), the highest number of visits during the online exhibition was during the three days of the physical exhibition. Physical Exhibition is held to generate interest and increase the need for information on the Online Exhibition. Exhibiting at an online exhibition is an excellent opportunity for you to communicate information that meets such information needs.

Exhibiting at both physical exhibition and online exhibition will allow you to reach a larger number of potential customers, and you can also take advantage of the complementary roles of physical exhibition and the online exhibition.

Physical exhibition and online exhibition can be used to complement each other by taking advantage of their respective strengths.

Advantages of Online Exhibiting

Developing New Visitor Base

The absence of time and geographical restrictions will promote visitors from demographics that are unable to attend physical exhibitions.

Exhibition content can be changed during the exhibition.

By replacing the exhibition contents, the exhibition can be used to continuously attract the interest of visitors.

For example, product information presented at physical exhibition can be posted on the online exhibition after physical exhibition, or the exhibition can be used as a place for visitors to review physical exhibition.

Efficient marketing development is possible

Immediate identification, collection, and rapid approach of visitors to various exhibition contents is possible.

Significantly improved cost performance and convenience from the previous version (IIFES 2022)

- **We have increased the amount of information you can send.**

The number of detailed product and solution information pages available for each plan has been increased without changing the fee, allowing more information to be disseminated.

- **Enhanced Communication Functions**

All plans are equipped with questionnaire and chat functions as standard features to enhance communication between exhibitors and visitors. IIFES also plan to introduce an English translation tool for the text portion.

- **Invitation URL* to enhance guidance to your own booth**

By utilizing an invitation URL, when a potential customer of the company logs in, the exhibitor's information will be displayed on the entrance page to induce them to visit the booth.

*This will be the case for registered visitors to log in.

- **Strengthening the appeal of higher-end plans**

In addition to logo display on each page, the Platinum Plan includes an article-based advertising plan on the official website as part of the standard menu. This plan also strengthens the appeal of the online exhibition even before the visitor logs in.

* All prices below include 10% consumption tax.

Booth Exhibit Menu

	Startup Plan	Basic Plan	Gold Plan	Platinum Plan
	JPY 220,000	JPY 385,000	JPY 1,320,000	JPY 3,850,000
Number of contents (product/solution detail pages) that can be posted	5	5	10	20
Provide a list of booth visitors (content viewers, document downloaders)	●	●	●	●
Booth Survey Function	●	●	●	●
Booth Chat Function	●	●	●	●
Commercial video (15 seconds or less) on the entrance page of the online exhibition	× ^{*1}	× ^{*1}	●	●
Logo placement on the entrance page of the online exhibition	×	×	×	●
Logo placement on the exhibitor listing page of the online exhibition	×	×	●	●
Logo placement on the organizer's seminar viewing page of the online exhibition	×	×	×	●
Online Sponsorship Sessions (with video data production, PDF download of materials, and survey functionality)	× ^{*1}	× ^{*1}	× ^{*1}	●
Publication of an advertorial contents (with coverage) on the official website + a set of mail magazine inducement slots ^{*2}	× ^{*1}	× ^{*1}	× ^{*1}	●

^{*1} An exhibitor can apply for this service as an optional menu. (Please refer to P.3)

^{*2} Please refer to P.3 for menu contents.

Application of Startup Plan

Applications are limited to companies that have been in business for less than 9 years (established after January 2015).

Exhibitors are subject to screening.

Details will be provided by the Management Office after the exhibitor application procedures have been completed.

About the contents to be posted

Exhibitors are responsible for preparing their own materials and text information to be published under the Booth Exhibit Plan.

(Excluding online sponsored sessions and article-based advertisements to be posted on the official website)

* All prices below include 10% consumption tax.

Seminar Menu

	Online Exhibitor's Seminar		Online Sponsorship Session
	With booth exhibits JPY 165,000	Without booth exhibits JPY 330,000	JPY 1,100,000
Streaming Method	On Demand Streaming		On Demand Streaming
Lecture Time	Within 30 min.		Within 60 min.
Lead information provided	Viewers		Pre-registrants and viewers
Seminar Video Data Production	×		●
Logo placement on the TOP page of the seminar venue in the online exhibition	×		●
Questionnaire function, PDF download function	× ^{*3}		●

^{*3} An exhibitor can apply for this service as an optional menu. (Please refer to P.3)

The above amounts are for one slot in each seminar. There is no limit to the number of slots you can apply for.

IIFES 2024 ONLINE Site configuration image

Each image is for illustrative purposes only and may differ from the actual product.

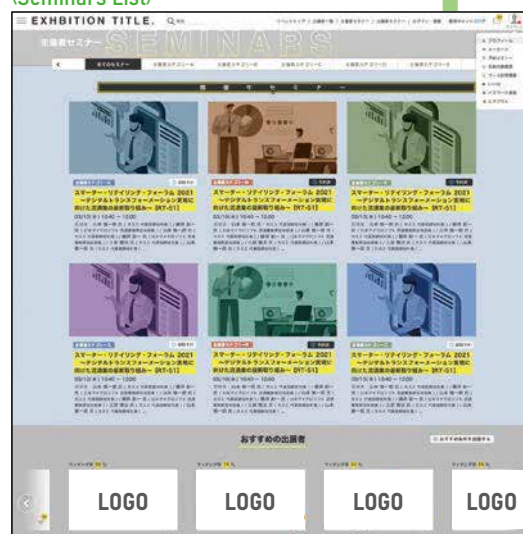


Entrance page

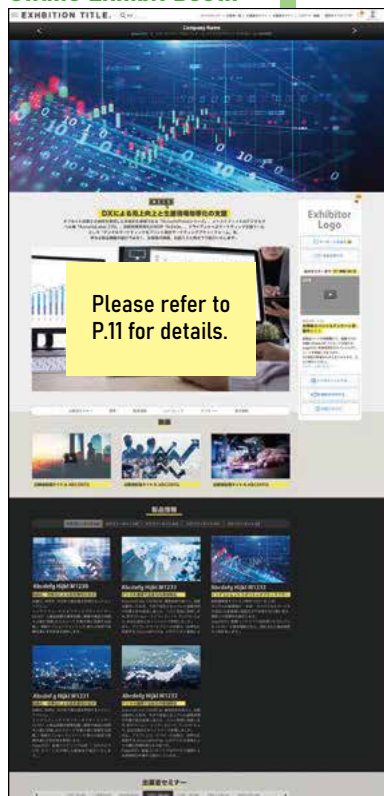
Exhibition hall (Exhibitors List)



Seminar venue (Seminars List)



Online Exhibit Booth



Product and Solution Information Details



Seminar Viewing Page (Online Sponsorship Session)

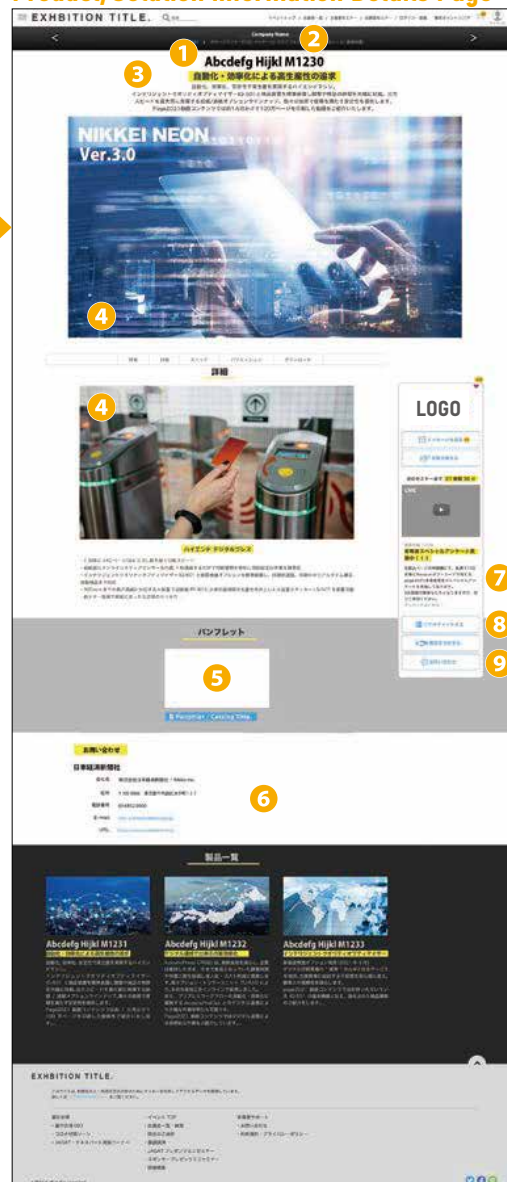


- 1 Lecture Title
- 2 Speaker Information & Photo
- 3 Abstract of Lecture
- 4 Display space for lecture videos
- 5 PDF data of lecture materials (1 item)
- 6 Questionnaire on the seminar
- 7 Link button to the online booth

Online Exhibit Booth Page



Product/Solution Information Details Page



- 1 Product/Solution Name
- 2 Product/Solution Category
- 3 Product/Solution Catch Copy (60 characters)
Product/Solution Introduction (Within 1,000 characters)
- 4 2 product/solution images or videos
Image format: JPEG/PNG
Image Aspect Ratio: 16:9
Image data size: 500 KB or less
Video duration: 10 minutes or less
*For videos, please provide the URL of the video on YouTube, etc.
- 5 1 PDF file of product/solution documentation (20MB or less)
- 6 Contact information:
Company name, department name, address, TEL, e-mail
- 7 Questionnaire
- 8 Chat
- 9 To Inquiry

- 1 Main image for TOP page
- 2 Logo
- 3 Exhibitor Name
- 4 Introduction text (Within 1,600 characters),
such as catchphrase, company introduction, booth PR, incentives, etc.
- 5 Company Introduction Video, Company Introduction Image *Each 1 item
- 6 Name of product/solution to be exhibited and link to page of information details
*Displayed according to the number of content postings
- 7 Link to your own seminar viewing page
- 8 Questionnaire on the seminar
- 9 Contact information: Company name, department name, address, TEL, e-mail
- 10 Chat
- 11 To Inquiry

Each image is for illustrative purposes only and may differ from the actual product.

Previous Results (Physical Exhibition)

Breakdown of Visitors

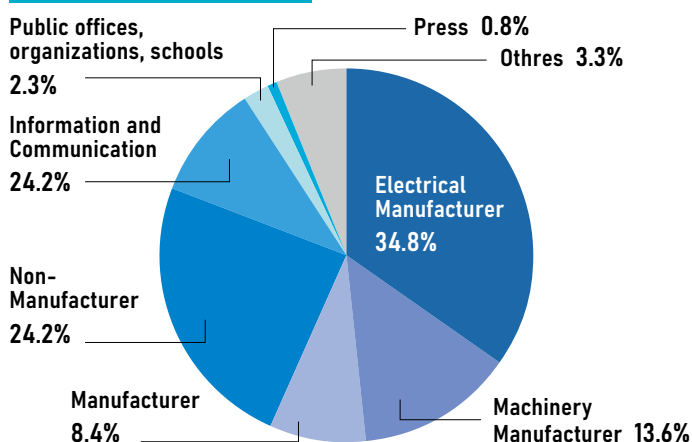
Date	Wed. Jan. 26	Thu. Jan. 27	Thu. Jan. 28	Total
Weather	sunny after rain	sunny	sunny	
Number of visitors	3,179	3,698	3,856	10,733* IIFES 2019 had 50,431

The number of visitors above includes VIPs(guests of honor)and PRESS(members of the press).

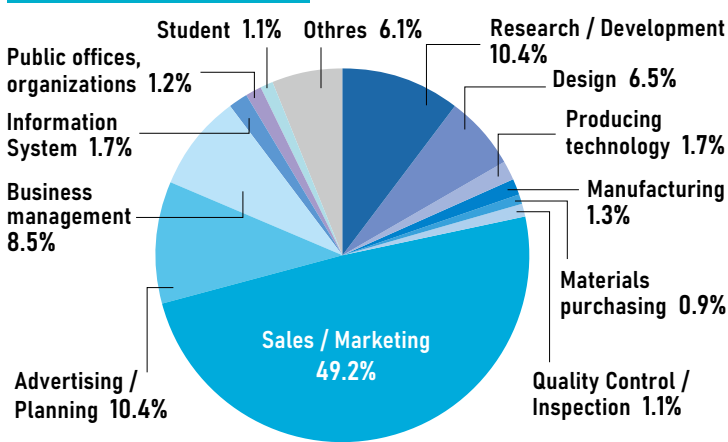
*Tokyo Metropolitan Government will implement priority measures to prevent the spread of Covid-19 from January 21, 2022.

Visitor Attributes

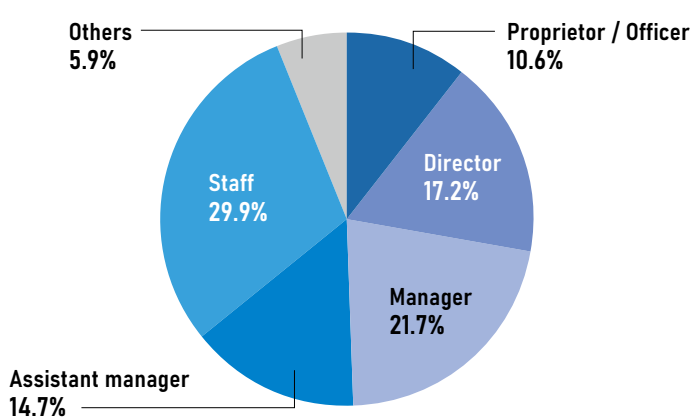
Industry



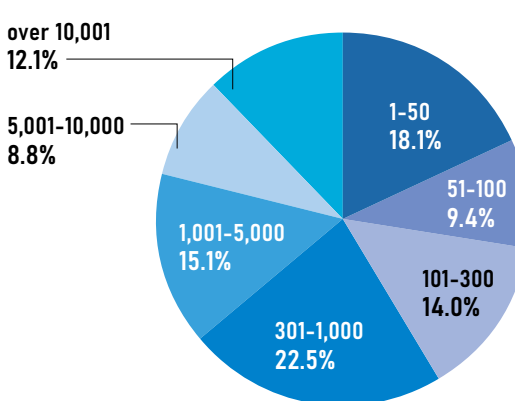
Type of Occupation



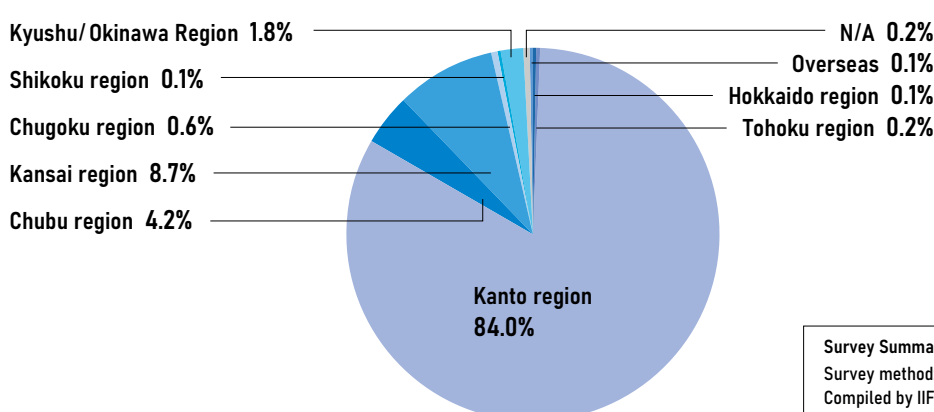
Position/Title



Number of Employees



Geographic Distribution



Survey Summary
 Survey method: Attribute questionnaire analysis of previous visitor registration
 Compiled by IIFES Management Office (Nikkei BP)

*Rounded to the first decimal place.

Previous Results (Online Exhibition)

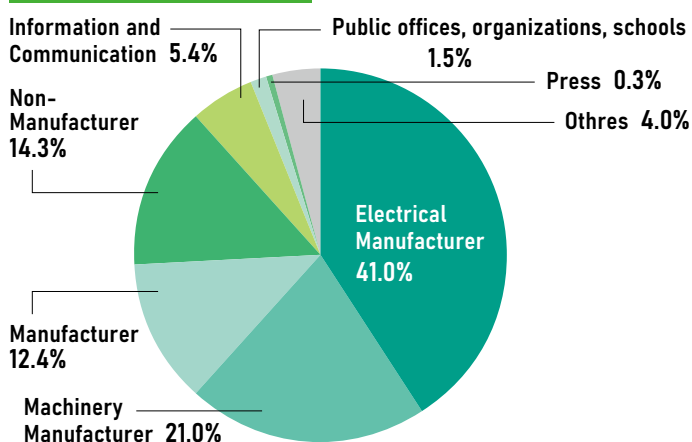
Breakdown of Visitors

Number of UB*	Wed. Jan. 26 Physical Exhibition Day 1	Thu. Jan. 27 Physical Exhibition Day 2	Fri. Jan. 28 Physical Exhibition Day 3	Sat. Jan. 29 - Fri. Feb. 25	Total
	7,903	5,470	5,379	24,692	43,444

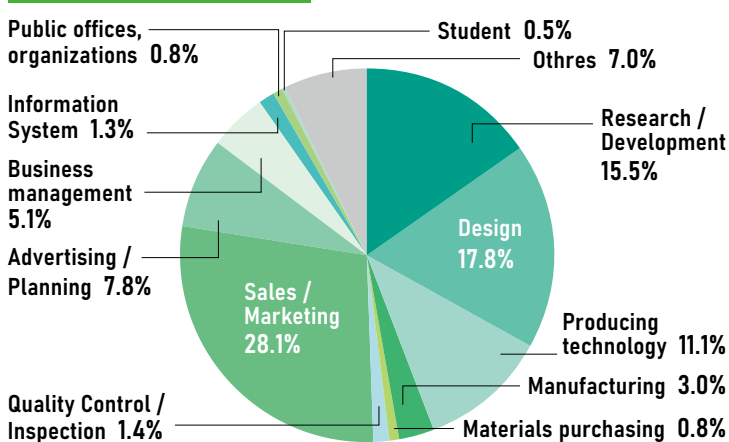
*UB: unique browsers (Survey: Google Analytics)

Visitor Attributes

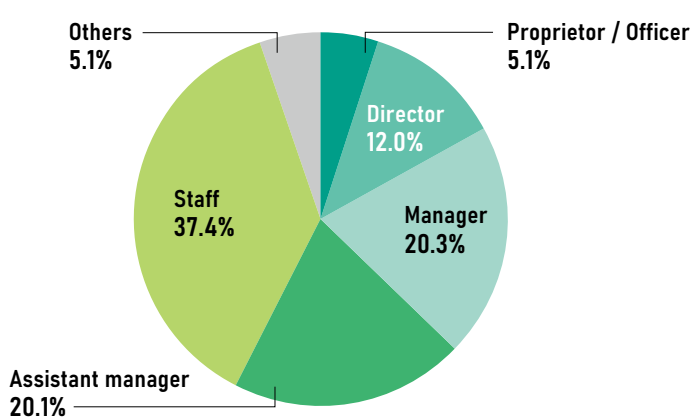
Industry



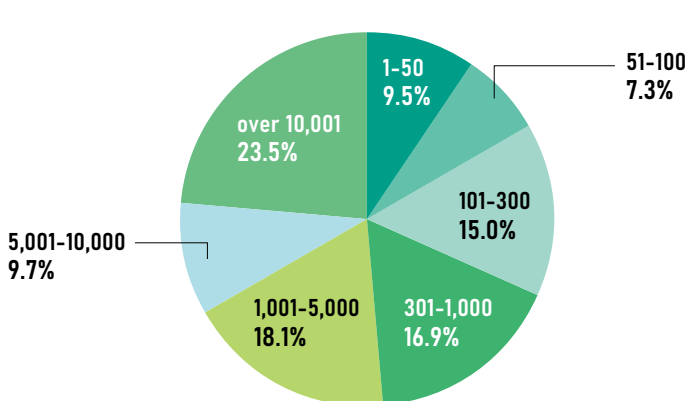
Type of Occupation



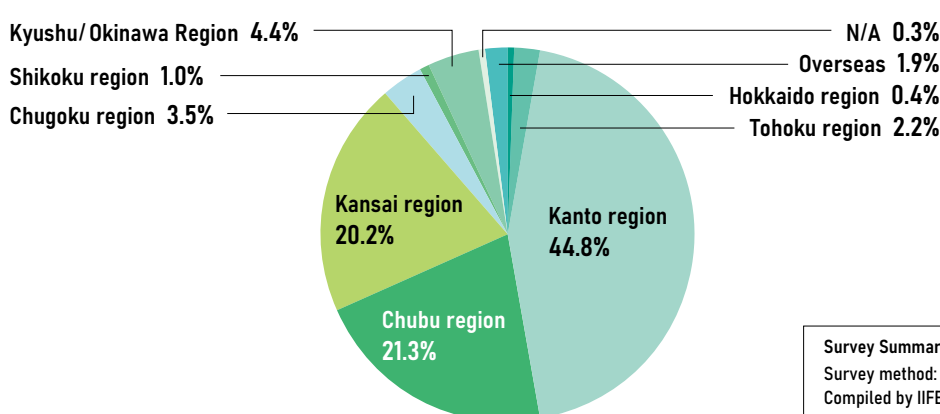
Position/Title



Number of Employees



Geographic Distribution



Survey Summary

Survey method: Attribute questionnaire analysis of previous visitor registration
Compiled by IIFES Management Office (Nikkei BP)

*Rounded to the first decimal place.

Exhibitors List

★ : Physical Exhibition ☆ : Online Exhibition

- ★ ☆ ISA100 WCI JAPAN
- ★ ifm efector
- ★ IMV
- ★ IAF - Industrial Automation Forum
- ★ ☆ IDEC
- ★ AIHARA ELECTRIC
- ★ ☆ Azbil
- ★ ☆ Advantech
- ★ ALGO SYSTEM
- ★ Alpha Electronics
- ★ Anritsu Meter
- ★ ☆ EtherCAT Technology Group
- ★ ☆ Easy-Measure
- ★ EPLAN Software & Services
- ★ WingArc1st
- ★ ☆ HMS Industrial Networks
 - ★ SL Japan
- ★ Edgexcross Consortium
- ★ ☆ NKK SWITCHES
 - ★ NTT Communications
- ★ FDT Group Japan
- ★ M-System
- ★ MGMT
- ★ LS Electric
- ★ Empress Software Japan
 - ★ ABB
- ★ EUCHNER
- ★ Osaka Jido Denki
- ★ ☆ OKAZAKI MANUFACTURING
 - ★ OMRON
 - ★ Orientalmotor
 - ★ ODVA
- ★ AUTONICS
- ★ Automation News / Monodzukuri.jp
- ★ OVAL
- ★ OHM ELECTRIC
- ★ KOREA AUTO CONTROLS
- ★ Qlight
- ★ ☆ Kyoto EIC
- ★ ☆ KURAMO ELECTRIC
- ★ Glosel
 - ★ Google Cloud Japan
- ★ K.MECS Automation
- ★ K.C.C. SHOKAI
 - ★ KOYO ELECTRONICS INDUSTRIES
- ★ KOKUSAI DENGYO
- ★ CONTEC
- ★ SATO PARTS
- ★ ☆ Math. Research Institute Calc for Industry
- ★ ☆ Sun-wa Technos
- ★ Sherpa
- ★ ☆ SHIKOKU RESEARCH INSTITUTE
- ★ ☆ SYSTEC
- ★ SystemMetrix
- ★ Cvilux
- ★ ☆ ShimadzuSystemSolutions
- ★ ☆ SHIMADZU
- ★ ☆ Shimadzu Industrial Systems
 - ★ Schneider Electric Japan Holdings
- ★ Schemersal Japan
- ★ NEW COSMOS ELECTRIC
- ★ ☆ CAC
- ★ ☆ CKD
- ★ ☆ CC-Link Partner Association
 - ★ Siemens
- ★ JFE Advantech
- ★ JAPANSENSOR
- ★ ☆ SUZUDEN
- ★ SUZUDEN
- ★ Spacely
 - ★ 3M Japan
- ★ SEIKA
- ★ ☆ National Institute of Technology and Evaluation
- ★ Sonas
- ★ SONIC
- ★ ☆ TAKENAKA ELECTRONICS
- ★ ☆ Takebishi
- ★ TANAKA ELECTRIC LABORATORY
- ★ DAIICHI ELECTRONICS
- ★ ☆ Daiden
- ★ ☆ CHINO
- ★ THK
- ★ DIGI-TEK
- ★ Dinkle International
- ★ ☆ Delta Electronics(Japan)
- ★ ☆ DKK-TOA
 - ★ TOKYO GAS
- ★ TOKO INSTRUMENTS
- ★ ☆ Toshiba Infrastructure Systems & Solutions
- ★ ☆ Toshiba Digital Solutions
- ★ ☆ Toshiba Industrial Products and Systems
- ★ ☆ Toshiba IT & Control Systems
- ★ ☆ Toshiba Mitsubishi-Electric Industrial Systems
- ★ Toshiba Mitsubishi-Electric Industrial Systems
- ★ Toho Technology
 - ★ TOYOGIKEN
- ★ TOYO
- ★ ☆ TORII Dengyo
- ★ Trend Micro
- ★ Draeger Japan
- ★ ☆ DHOWA TECHNO
- ★ NADA ELECTRONICS
- ★ NATEC
- ★ NANABOSHI ELECTRIC MFG
- ★ ☆ NARASAKI SANGYO
- ★ NIKKEI MFG
- ★ AS-Interface Japan
 - ★ OPC Foundation Japan
- ★ Japan Industrial Publishing
- ★ HOPPY INDUSTRIAL JAPAN
- ★ Japan Star Techno
 - ★ Japan Electric Measuring Instruments Manufacturers' Association
- ★ Nippon Denki Kenkyusho
- ★ The Japan Electrical Manufacturers'Association
 - ★ FL-net Promotion Committee
- ★ NIHON DENSHO
- ★ NIHON DENSHO VISION SYSTEM
- ★ NIHON TRIM
- ★ JAPAN CERTIFICATION /
 - ★ The Institute of Global Safety Promotion
- ★ FieldComm Group Japan
- ★ ☆ Japanese PROFIBUS Organization
 - ★ Microsoft Japan
- ★ Nihon Weidmuller
 - ★ NOHKEN
- ★ ☆ HAKARU PLUS
- ★ HARTING
- ★ Balluff
- ★ ☆ Panasonic
- ★ HIOKI E.E.
- ★ ☆ Hitachi
- ★ ☆ Hilscher Japan
- ★ Pilz Japan
- ★ PLCopen Japan
- ★ PHOENIX CONTACT
 - ★ Fuji Electric
- ★ FUJI ELECTRIC INDUSTRY
- ★ ☆ Beckhoff Automation
- ★ ☆ HOKUYO AUTOMATIC
- ★ ☆ HORIBA
- ★ ☆ HORIBA Advanced Techno
- ★ ☆ HORIBA STEC
- ★ ☆ HORIBA Techno Service
- ★ ☆ HONDA TSUSHIN KOGYO
- ★ Micronet
- ★ ☆ Mitsubishi Electric
 - ★ MITSUBISHI ELECTRIC ENGINEERING
 - ★ Mitsubishi Electric System & Service
 - ★ Anywire
- ★ ☆ Murata Manufacturing
- ★ ☆ Meidensha
- ★ MECHATROLINK Members Association
- ★ ☆ Moxa Japan
- ★ ☆ Movensys
- ★ ☆ YASKAWA Electric
- ★ YAMARI INDUSTRIES
 - ★ Yokogawa Electric
 - ★ Yokogawa Solution Service
 - ★ Yokogawa Test & Measurement
- ★ YONGSUNG ELECTRIC
- ★ ☆ RKC INSTRUMENT
- ★ ☆ RIKEN KEIKI
- ★ Rittal
- ★ ☆ Ryoden
- ★ ☆ LINX
 - ★ Renesas Electronics
 - ★ Rockwell Automation Japan
 - ★ Robot Revolution & Industrial IoT Initiative
 - ★ WAGO COMPANY OF JAPAN
- ★ Watanabe Electric Industry

Exhibit Schedule (tentative)

2023	Jan.	Wed., Jan. 25	Event Briefing (Online)
	Feb.	Exhibitor Application Period	
		Wed., Feb. 1 10:00 a.m.-	Exhibitor application starts
		<p>*How to apply to exhibit: There are 2 ways to apply. [1] Complete the exhibition application form on the official website(Japanese only). [2] Download the application form(PDF), fill it out, and send it to the Management Office by e-mail. *the official website: https://iifes.jp/ex/</p>	
	Jun.	Thu., Jun. 1	IIFES Seminar 2023
	Jul.	Mon., Jul. 31	Exhibitor Application Deadline
		*If the number of booths reaches the planned number, the application may be closed even before the deadline.	
	Aug.	Exhibit Preparation Period	
		Mid-Aug.	Sending of invoice for exhibition fee
	Sep.	Early Sep.	Exhibitor Briefing Booth Location Meeting
		Fri., Sep. 29	Deadline for payment of exhibition fee
2024	Jan.	Mon., Jan. 29 & Tue., Jan. 30. Move-In/Preparation	
		Wed., Jan. 31 - Fri., Feb. 2	Wed., Jan. 31 - Fri., Feb. 16
	Feb.	Physical Exhibition	Online exhibition
		Fri., Feb. 2 5:00p.m. - 10:00p.m. Move-Out	

Exhibit menu and schedule are subject to change.

Exhibit Rules and Regulations (excerpt)

• Exhibitor Eligibility

The organizer reserves the right to refuse an exhibit if it is deemed that the content of the exhibit is not appropriate for the purpose of this exhibition.

• Number of Booth Applications/ Reduction or Cancellation of Exhibit Space

No cancellation or reduction of the number of booths/exhibit space/seminar delivery slots will be permitted after the application has been submitted. However, if the organizer deems it unavoidable, cancellation or reduction will be permitted and the following cancellation fee will be charged.

Physical Exhibition

- From Tue., Aug. 1, 2023 to Sun., Oct. 29, 2023: 50% of the exhibition fee
- After Mon., Oct. 30, 2023: 100% of the exhibition fee

Online exhibition

- After Tue., Aug. 1, 2023: 100% of the exhibition fee

* Please read the attached Exhibit Rules and Regulations before applying to exhibit.

Payment of Exhibit Fee

- Please transfer the exhibition fee to the designated bank account by September 29, 2023(Fri.) upon request from the organizer.
- Exhibitors are responsible for bank transfer fees.
- Payment by bill will not be accepted.

To Inquiry

IIFES Management Office c/o Nikkei Business Publications, Inc.

E-mail: iifes2024@nikkeibp.co.jp

Submit To : IIFES Management Office E-mail: iifes2024@nikkeibp.co.jp



Exhibit Application Form

Date:

Exhibitor Information

* Fields marked with a red frame are required. Please be sure to fill in.

◆ Exhibitor Name

This information will be shown on the official website and the guidebook distributed on the day of the exhibition. **Please be sure to enter the correct information.**

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◆ Membership Categories

Please check all applicable boxes below.

<input type="checkbox"/> Member of the Japan Electrical Manufactures' Association (JEMA)
<input type="checkbox"/> Member of Nippon Electric Control Equipment Industries Association (NECA)
<input type="checkbox"/> Member of Japan Electric Measuring Instruments Manufactures' Association (JEMIMA)
<input type="checkbox"/> Non-Member

◆ Exhibit Experience

<input type="checkbox"/> Have exhibited in the past	<input type="checkbox"/> Exhibit for the first time
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◆ Expected Exhibiting Items

Please check all applicable boxes below.

<input type="checkbox"/> Controls	<input type="checkbox"/> IoT/M2M
<input type="checkbox"/> Drive	<input type="checkbox"/> Cloud
<input type="checkbox"/> Measurement	<input type="checkbox"/> Wireless/5G
<input type="checkbox"/> Receiving and Distributing Electricity	<input type="checkbox"/> Edge Computing
<input type="checkbox"/> Industrial Use Robots	<input type="checkbox"/> AI
<input type="checkbox"/> Energy Saving	<input type="checkbox"/> Big Data
<input type="checkbox"/> New Energy	<input type="checkbox"/> Others

If you selected "other" above, please provide specific details.

--

❖ Handling of your registration and personal information

Please be sure to read the information below and check the box if you agree.

Applications will be accepted only if the exhibitor agrees to below.

The information registered in this form will be used for administrative contact regarding exhibiting at IIFES 2024 and for future information regarding exhibiting at IIFES. The Management Office (Nikkei Business Publications, Inc.) may contact you (by telephone, e-mail, or postal mail), so please apply for the exhibition with your consent.

The organizers of IIFES, the Japan Electrical Manufacturers' Association (JEMA), the Nippon Electric Control Equipment Industries Association (NECA), and the Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), have entrusted the handling of personal information to the management office, Nikkei BP, Inc. For more information on the privacy policy of IIFES, please refer to the following link.

<https://iifes.jp/ex/privacypolicy.html>

The above registration details and handling of personal information

I agree and apply to exhibit at IIFES 2024.

❖ Agree to "IIFES 2024" Exhibit Rules and Regulations

Please be sure to read the attached "IIFES 2024(Physical Exhibition)" and "IIFES 2024 ONLINE" Rules and Regulations. If you have read and agree to the terms and conditions of the Exhibition Regulations, check the box below. Applications will be accepted only if the exhibitor agrees to the terms and conditions.

I have read the "IIFES 2024(Physical Exhibition)" and "IIFES 2024 ONLINE" Rules and Regulations, and

I agree and apply to exhibit at IIFES 2024 ONLINE.

Contact Person Information

❖ Person responsible for exhibit application

* As a general rule, the Management Office will not send information to those responsible for exhibit application.

* IDs for the exhibitor site (EMS) will not be issued.

Company Name	
Department / Division	
Title	
Name	
E-mai	

❖ Person in charge of exhibit application

* An email confirming receipt of the application and an email notifying acceptance of the application will be sent only to the person in charge of the exhibit application.

* The person in charge of exhibit application can confirm the details of the application on the Exhibitors Only Site (EMS).

* An account will be issued for the Exhibitors-only Site (EMS).

Please enter your email address correctly, as it will be used as your EMS login ID.

Company Name	
Department / Division	
Title	
Name	
E-mai	
ZIP Code	
Address	
Telephone	
Mobile Phone	

❖ Person in charge of exhibition operations

* All information from the Management Office will be sent to the "person in charge of exhibition operations" who has filled out this form.

* **If someone other than the person in charge of the exhibition application will be the contact person or will perform various procedures, please enter the information of the person in charge below.**

* The person in charge of exhibition operations is not able to confirm the details of the exhibitor application on the Exhibitors-only Site (EMS)

* An account will be issued for the Exhibitors-only Site (EMS).

Please enter your email address correctly, as it will be used as your EMS login ID.

If the Person in charge of exhibition operations is the same as the person in charge exhibit application, please check the box below.

Same as the person in charge of exhibit application

Please enter the information of the person in charge of exhibition operations.

* If the person in charge of exhibition operations is the same as the person in charge of the exhibit application, you do not need to fill in the following items.

Company Name	
Department / Division	
Title	
Name	
E-mai	
ZIP Code	
Address	
Telephone	
Mobile Phone	

❖ Person in charge of payment

* Invoices will be sent to the person in charge of payment.

The Management Office will not send an email to the person in charge of payment.

* **If you would like to send the invoice to someone other than the person in charge of exhibit application, please enter the information of the person in charge of payment below.**

* IDs for the exhibitor site (EMS) will not be issued.

If the person in charge of payment is the same as the person in charge of exhibit application, please check the box below.

Same as the person in charge of exhibit application

Please enter the information of the person in charge of payment.

* If the person in charge of payment is the same as the person in charge of exhibit application, you do not need to fill in the following items.

Company Name	
Department / Division	
Title	
Name	
E-mai	
ZIP Code	
Address	
Telephone	
Mobile Phone	

Application details

❖ Exhibitions to be exhibited

Please select only 1 applicable item below.

01_Physical Exhibition Only
02_Online Exhibition Only
03_Both Physical & Online Exhibitions

❖ Exhibit Menu

* In the following exhibit menus, ●: Real exhibition only, ○: Online exhibition only,

●○: Real exhibition/online exhibition common.

* Please note that the amount shown below will be finalized after the Management Office confirms your membership category and exhibit details.

* Please enter the number of items you wish to exhibit.

Menu / Plan	Upper limit of applications	Menu / Plan	Upper limit of applications
Shell Scheme(Display-Ready)Booth	3	Startup Plan	1
Publication and Press Booth	1	Basic Plan	1
Physical Exhibition	3 sessions per company	Gold Plan	1
Exhibitors' Seminar		Platinum Plan	1

Please enter the number of items you are applying for.

* All prices below include 10% consumption tax.

Menu / Plan	Fee	Quantity	Subtotals
● Regular Booth (Member)	JPY		JPY
● Regular Booth (Non-Member)	JPY		JPY
● Shell Scheme Booth (Member)	JPY		JPY
● Shell Scheme Booth (Non-Member)	JPY		JPY
● Controls	JPY		JPY
● Sponsorship Session A	JPY		JPY
● Sponsorship Session B	JPY		JPY
● Exhibitor Seminar(for booth exhibitors)	JPY		JPY
● Exhibitor Seminar(Seminar Only)	JPY		JPY
○ Startup Plan	JPY		JPY
○ Basic Plan	JPY		JPY
○ Gold Plan	JPY		JPY
○ Platinum Plan	JPY		JPY
○ Online Sponsorship Session	JPY		JPY
○ Online Exhibitors Seminar (for booth exhibitors)	JPY		JPY
○ Online Exhibitors Seminar (Seminar Only)	JPY		JPY
○ Content Addition	JPY		JPY
○ Commercial Video on the Entrance Page	JPY		JPY
○ Function Addition to Online Exhibitors Seminar	JPY		JPY
●○ Publication of an advertorial contents	JPY		JPY
●○ IIFES e-newsletter ad (header message)	JPY		JPY
●○ IIFES e-newsletter ad (body text message)	JPY		JPY
●○ IIFES e-newsletter ad (bottom text message)	JPY		JPY
●○ Logo placement in IIFES Guidebook	JPY		JPY
Total (including tax)			JPY

◆ Booth Shape

- * Please refer to the following page on the official website for the booth shape.
<https://iifes.jp/ex/apply/#real3>
- * Exhibitors who will be exhibiting in more than 20 booth spaces should select [K] 20 or more booth spaces and enter the specific type of booth space desired.
Please note that we may not be able to meet your request due to the layout of the venue. Please understand.
- * Exhibitors who will exhibit only in seminars (no booths), please select [L] Seminars only.
- * Exhibitors exhibiting only at the Online Exhibition should select [M] Online Exhibition Only.

Please select from the pull-down menu

Booth shape (Length●booths x Width●booths)
[exhibitors with 20 or more booth spaces]

Length

booths

×

Width

booths

◆ Physical Exhibition Exhibitor's Seminar | Lecture Date and Time *On request only

- * Please select the date and time of the seminar you wish to hold from the drop-down menu.
- * You may select up to a second choice of lecture date and time per slot.
Please understand that we may not be able to meet your request.
The date and time of the presentation to be determined will be announced at the Exhibitor Briefing.
- * For details and timetable of Exhibitor's Seminar, please refer to P.6 and 7 of the Exhibitor Guide.
- * A maximum of three slots per company may be applied for,
but the maximum number of presentations per day will be limited to "one slot per company".
Please note that additional applications may be accepted after the application deadline,
exceeding the limit of a maximum of three slots per company, only if there are available slots.

Slot	1st Choice	2nd Choice
1st Priority Slot		
2nd Priority Slot		
3rd Priority Slot		

◆ Physical Exhibition Sponsorship Session | Lecture Date and Time *On request only

- * Please select the date and time of the seminar you wish to hold from the drop-down menu.
- * You may select up to a second choice of lecture date and time per slot.
Please understand that we may not be able to meet your request.
The date and time of the presentation to be determined will be announced at the Exhibitor Briefing.
- * For details and timetable of Sponsorship Sessions, please refer to P.6 and 7 of the Exhibitor Guide.
- * There is no limit to the number of slots per company.

Slot	Plan	1st Choice	2nd Choice
1st Priority Slot			
2nd Priority Slot			
3rd Priority Slot			

Questionnaire

We would appreciate your cooperation in filling out the questionnaire to help us plan and manage future "IIFES" events.

❖ Channel of information acquisition

Please select only one of the following that most applies to you.

Information from organizers (e.g., emails, bulletins, mailings, etc.)
Official IIFES website
Official IIFES Facebook page
IIFES News Magazine (eNewsletter)
Search engines (Google, Yahoo!, etc.)
Articles in newspapers, magazines, websites, etc.
Word of mouth
Others

If you selected "other" above, please provide specific details.

❖ Reasons for deciding to exhibit

Please check all applicable boxes below.

Many visitors from the FA, control, and measurement industries
The scale of the exhibition (number of exhibitors, number of booths) is large
Many unique organizer projects
Great seminar programs
The large number of visitors
Others

If you selected "other" above, please provide specific details.