



KYOTO SMART CITY EXPO 2020

KYOTO SMART CITY EXPO **VIRTUAL EXHIBITION**

Information for Exhibitors and Sponsors

October 27 (Tue) to 28 (Wed), 2020

(On-demand event: October 29 to December 31)

Organizer

ORGANIZING COMMITTEE OF KYOTO SMART CITY EXPO

Kyoto Prefecture, Kyoto City, Kyotanabe City, Kizugawa City, Seika Town,
Barcelona City Council, Fira de Barcelona, Embassy of Spain Economic and Commercial Office Tokyo,
Embassy of Denmark, Japan Spain Business Cooperation Committee,
Kyoto Chamber of Commerce and Industry, Kyoto Industrial Association,
Public Foundation of Kansai Research Institute, Kyoto Chiesangyo Sozonomori,
Kyoto Industrial Support Organization 21,
Advanced Scientific Technology & Management Research Institute of KYOTO,
Kyoto Convention & Visitors Bureau, Internet Association Japan,
Keihanna Interaction Plaza Incorporated

Administrative Office

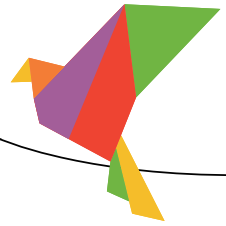
Kyoto Smart City Expo 2020 Administrative office
(at SAKURA INTERNATIONAL INC.)

Email: ksce2020@sakurain.co.jp Phone: +81-50-5804-1338

<https://expo.smartcity.kyoto/>



Kyoto Smart City Expo



Experience “The New Normal”

KYOTO SMART CITY EXPO VIRTUAL EXHIBITION

Regions and industries to create a sustainable and liveable future.

– Creating a “meta-comfort” smart society –

Objective

The continuing development of information and communications technology (ICT), namely the Internet of Things (IoT), big data, artificial intelligence (AI) and robots, has created a transition to a new industrial structure characterized as the Fourth Industrial Revolution. Countries worldwide are also working to incorporate these advanced technologies into all aspects of industry and daily life in an effort to realize a new society that balances both economic growth and the resolution of social issues (known as Society 5.0 in Japan).

Expo 2025 is to be held in Osaka, Japan based on a concept of creating a proving ground for ideas that could shape our future society. Reflecting this theme, Kyoto Smart City Expo 2020 will be staged with the goal of promoting the creation of smart cities that utilize ICT to address a variety of social issues, helping to achieve what we are calling a “super-comfortable smart society”. Our hope is that this will contribute to the realization of a sustainable, diverse and inclusive society in which no one is left behind, as targeted by the United Nations’ Sustainable Development Goals.

Kyoto Smart City Expo 2020

Lectures by Japanese and international experts on the latest developments in smart cities!

Virtual exhibition will enable interactive communication between exhibitors and attendees (access users)

- Program including coverage of both days of the event presented mainly via live stream
- Symposiums reviewing leading international developments in smart cities and the latest advances in smart societies
- Seminars detailing the latest developments in technologies and services
- Globally oriented expo including English support

After the end of the live event, videos of exhibits and seminars will be available on-demand through until December 31.

Period

October 27 (Tue) to 28 (Wed), 2020
(On-demand event: October 29 to December 31)

Virtual Exhibition

Overview

Virtual exhibition will enable interactive communication between exhibitors and attendees (access users)

- Corporate booths that bring together the latest technologies and services related to smart cities (panel displays, videos, catalogue displays, etc.)
- Local government booths that present developments targeting the realization of smart societies
- Online functions enabling each booth to be contacted for inquiries and discussions

The specifications of the virtual booths vary depending on the plan type.

Joint events

Keihanna Business Messe 2020 Virtual, Next Mobility Expo

Related events

MaaS Meeting 2020, ATR Open House 2020

Pre-Event

Cellulose Nanofiber Seminar (provisional title)

Please refer to the Website for Kyoto Smart City Expo 2020 for further details of each event.

Videos, Seminars

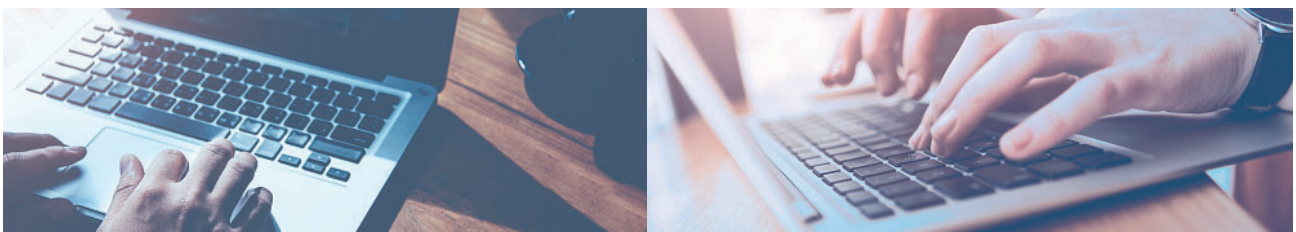
Overview

- International Symposium
- Smart City Seminar (lecture)
- Business Seminars
- Keihanna Lab Trip (via live streaming)
- Nationwide Local Government Exchange Symposium
- Corporate Collaborations, etc.

Please be aware that the final programs of events are subject to change.

Access

Free (registration is required)



Sponsor Program

Sponsor Program	Global Premier	Platinum	Gold	Silver
Sponsorship Fees	Over 3 million yen	3 million yen	1 million yen	500,000 yen
Display of corporate logo	<ul style="list-style-type: none"> • Official Website • Virtual exhibition site (online from the end of October until the end of December 2020) • Posters and other tools 			
	Extra-large	Large	Medium	Small
Lecturer's Chance	One time			N/A
Digital signage	Available			
Business Seminar	One time			N/A
Exhibition Plan	Type A (¥600,000)		Type B (¥300,000)	Type C (¥100,000)

Logo display (example)



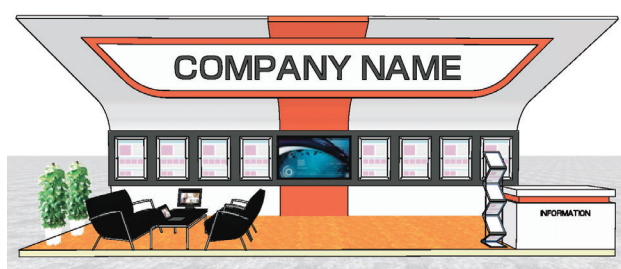
Exhibition Plans

Exhibition plan	A	B	C	D	E (foreign participants)
Exhibition fee (excl. tax)	¥600,000	¥300,000	¥100,000*	¥10,000	¥80,000
Virtual exhibition booth design	Choose from four backgrounds	Choose from two backgrounds	One standard booth space	Panel display space	Same as plan type C
Interactive communication	Online meeting system		Online chat system	N/A	N/A
Catalogues, etc.	Catalogue download area (data provided)			N/A	Same as plan type C
Exhibition contents	<ul style="list-style-type: none"> - Panel/video display space (9 frames) - Link to company's Website - Booth introduction 	<ul style="list-style-type: none"> - Panel/video display space (5 frames) - Link to company's Website - Booth introduction 	<ul style="list-style-type: none"> - Panel/video display space (4 frames) - Booth introduction 	<ul style="list-style-type: none"> - Panel displays (2) 	Same as plan type C
Business seminar	One time	N/A	N/A	N/A	N/A
Booth access count (for attendees)	End of Oct. to end of Dec. (2 month period)	Oct. 27 to 28 (2 day period)	N/A	N/A	N/A

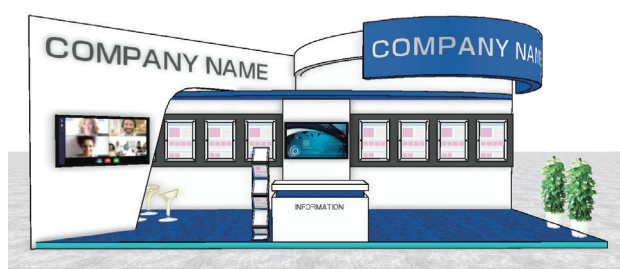
* Small to medium companies with their main office(s) in Kyoto Prefecture will receive a 50% discount.

Exhibition Plan A

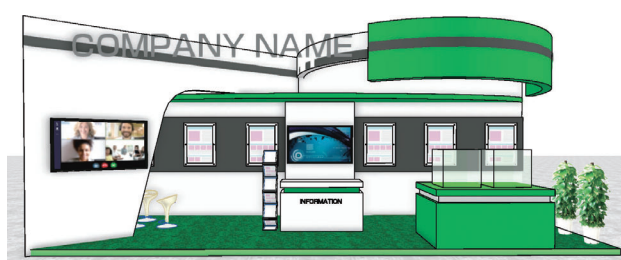
A-1



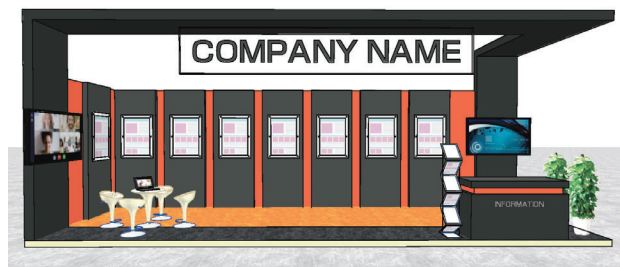
A-2



A-3



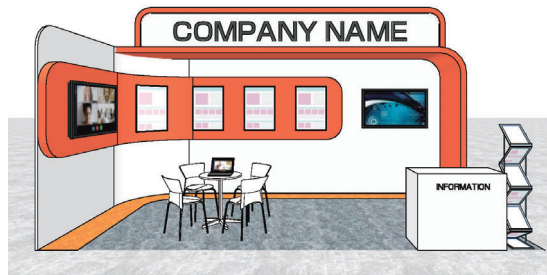
A-4



The images for the booth are samples only.

Exhibition Plan B

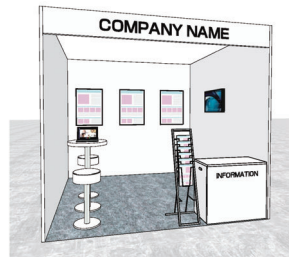
B-1



B-2

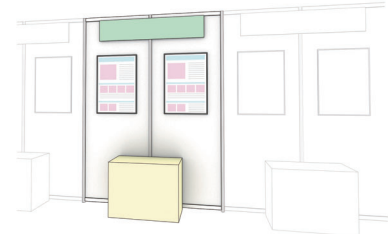


Exhibition Plan C and E (foreign participants)



Exhibition Plan D

For panel display



The images for the booth are samples only.

Application Procedure for Sponsors and Exhibitors

From this year, all applications should be submitted via the following dedicated Website.

Sponsor/Exhibitor applications ▶ <https://miceform.jp/ksc2020/>



Kyoto Smart City Expo 2020 Exhibitor's Information	< Application Procedure >
<p>Thank you for exhibiting at Kyoto Smart City Expo 2020. Please register your information in the following. NOTE: Pink boxes indicate that information is required.</p> <p>Exhibitor's Information</p> <p>Organization's name <input type="text" value="e.g.) Smart City Inc."/></p> <p>Exhibitor's name <input type="text" value="Smart City Inc."/></p> <p>Address* <input type="text" value=""/> Apartment Number <input type="text" value=""/> City* <input type="text" value=""/> Region* <input type="text" value=""/> Country* <input type="text" value=""/> Post code* <input type="text" value="Ex) 000-0000"/></p> <p>TEL <input type="text" value="e.g.) 06-6264-3900"/></p> <p>FAX <input type="text" value="e.g.) 06-6264-3900"/></p>	<ol style="list-style-type: none">1. All potential exhibitors and sponsors should register via the dedicated Website above2. Applicants will receive an email confirming their registration3. Successful applicants will be notified of the URL for their individual Web page and login ID/password (scheduled for mid-September)4. Participants should use their Web page to select a booth type, complete any other detailed registrations, etc.5. Participants should also use their Web page to upload the data for their logo and exhibits based on their status at the expo

- Please feel free to contact the Organizing Committee with any inquiries related to exhibits.
- The Organizing Committee will send sponsors and exhibitors an invoice for relevant fees.
- If applicants do not receive a confirmation email after completing registration, it may indicate a system error. In such cases, please contact the Administrative Office using the details below.

Contact Information for Sponsors/Exhibitors

Kyoto Smart City Expo 2020 Administrative Office (at SAKURA INTERNATIONAL INC.)
Phone: +81-50-5804-1338 (10:00 am to 5:00 pm weekdays) Email: ksce2020@sakurain.co.jp

Exhibition schedule

- Deadline for applications: **September 25 (Fri)**
- Orientation meeting for exhibitors: **September 18 (Fri)** (Japanese Only)
- Deadline for payment of sponsor/exhibitor fees: **October 5 (Mon)**

Exhibitors will receive a detailed explanation of the virtual event at their orientation meeting.