



K Y O T O

SMART CITY EXPO 2022

Regions and industries to create a sustainable and livable future
– Creating a “Meta-Comfort” smart society

Sponsorship and Exhibitions

2022.10/6 [Thu] .7 [Fri]

Venue **Keihanna Open Innovation Center@Kyoto (KICK)**

Seika/Nishi-Kizu area of Kyoto Prefecture



On-site at Keihanna after a three year break



Organizer

THE 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

For further information and applications ▶▶▶ <https://smartcity.kyoto/expo2022/en>



KYOTO SMART CITY EXPO 2022

About Kyoto Smart City Expo

Kyoto Smart City Expo has been held annually since 2014 by Keihanna Science City, a leading global R&D hub that utilizes open innovation. Now in its ninth time, this international event is helping to generate new innovation in the development of smart cities.

Its presentations, seminars and symposiums covering the latest in smart city technologies and services promote both smart cities and business exchanges.

Keihanna Science City brings together over 150 research, educational and cultural facilities in an open innovation center dedicated to the development of next-generation smart cities. Hold on-site in this area, Kyoto Smart City Expo gathers a diverse range of information on cutting-edge technologies and services related to smart cities both in and outside Japan.

This event synthesizes information on advanced initiatives by local governments as well as national trends such as the Vision for a Digital Garden City Nation, providing a forum for BtoB and BtoG exchanges between local governments and private enterprises from all over Japan.

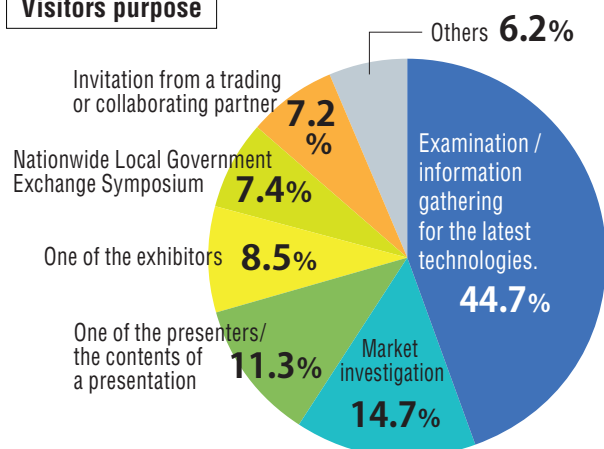
It also supports business creation through global open innovation with events such as pitch meetings, ideathons and hackathons featuring both Japanese and overseas startups.

Attendee by category

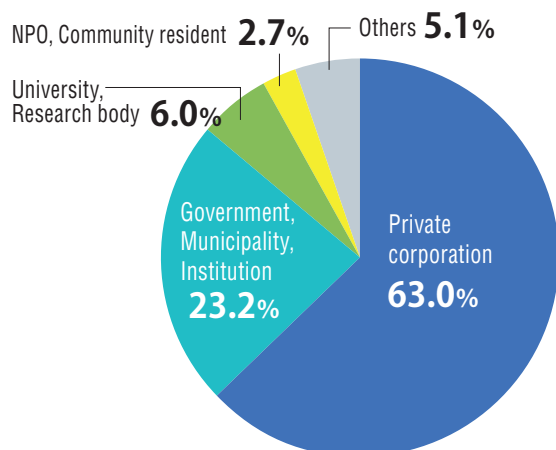
2019 event

Attendees	11,873
Exhibitors	Companies / Organizations 96
Sponsors	37
The number of business achievement	
Business talks that will lead to a possible contract	24
Business talks that may lead to future sales	106

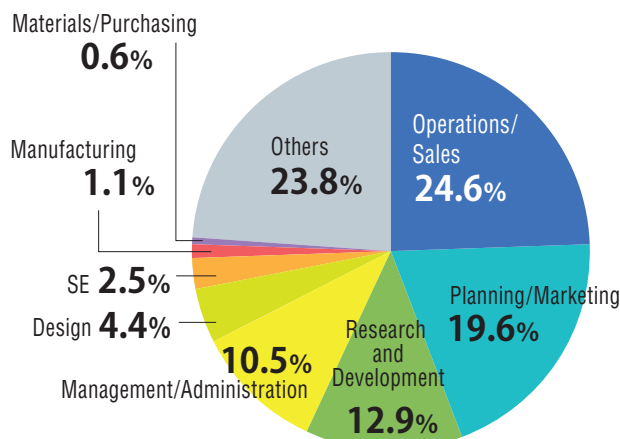
Visitors purpose



Affiliation



Job category



Pie charts use averaged data for 2017 to 2019.

Outline

KYOTO SMART CITY EXPO 2022

Admission Fee Free (Registration required)

PROGRAM OVERVIEW		
Event Date	October 6 (Thu), 2022	October 7 (Fri), 2022
Event time	10:00 to 17:00	10:00 to 17:00
Venue	Keihanna Open Innovation Center@Kyoto (KICK) [Seika Nishi-Kizu area of Kyoto Prefecture]	
Content	<ul style="list-style-type: none"> • Exhibition of the latest technologies and services related to smart cities by Japanese and overseas companies and organizations • Seminars by top executives from Japanese and overseas companies and other experts on smart cities • Symposiums by Japanese and overseas experts on smart cities • Introduction of leading overseas case studies and messages from top overseas executives • Nationwide local government exchange symposium introducing case studies of initiatives by municipalities around Japan • Pitch meetings and ideathons featuring startup companies • Special experiential area featuring the Kyoto Smart City exhibit, as well as other events and displays 	

CONCURRENT EVENT

○ **Keihanna Business MESSE 2022** ○ **ATR Open House 2022** ○ **Japan/Spain symposium, and other events**



Sponsorship Plans

There are 4 choices of sponsorship plans (all prices include tax).

Global Premium Supporter

〈Sponsorship Fee〉 More than **3,000,000 JPY**

Plan Details

- Publishing company name or logo (**special size**) on publicity materials
- Exhibition space at the event (**3 or more regular booth spaces**)
- Invitation to the reception
- Priority assignment of reservations for the commemorative lecture, etc.
- Access to supporter room (**Global premium/platinum supporter lounge**)
- Able to provide business seminars at the event
- Advertising opportunity on digital signages located in Kyoto Prefecture (Advertised for 3 months from August until October)

Platinum Supporter

〈Sponsorship Fee〉

3,000,000 JPY

Plan Details

- Publishing company name or logo (**extra large size**) on publicity materials
- Exhibition space at the event (**3 regular booth spaces**)
- Invitation to the reception
- Assignment of commemorative lecture time slots
- Access to supporter room (**Global premium/platinum supporter lounge**)
- Able to provide business seminars at the event
- Advertising opportunity on digital signages located in Kyoto Prefecture (Advertised for 3 months from August until October)

Gold Supporter

〈Sponsorship Fee〉

1,000,000 JPY

Plan Details

- Publishing company name or logo (**large size**) on publicity materials
- Exhibition space at the event (**2 regular booth spaces**)
- Invitation to the reception
- Assignment of seminar time slots
- Access to supporter room
- Able to provide business seminars at the event
- Advertising opportunity on digital signages located in Kyoto Prefecture (Advertised for 3 months from August until October)

Silver Supporter

〈Sponsorship Fee〉

500,000 JPY

Plan Details

- Publishing company name or logo (**medium size**) on publicity materials
- Exhibition space at the event (**1 regular booth space**)
- Invitation to the reception
- Advertising opportunity on digital signages located in Kyoto Prefecture (Advertised for 3 months from August until October)

Co-creation Partners

We are currently seeking co-creation partners that can conduct verification experiments on-site at the event.

For further information about co-creation partners:

Kansai Science City Promotion Division, Kyoto Prefecture

Mail: bunkaga@pref.kyoto.lg.jp

Please see page 07 about sponsorship applications

Exhibition Plans

Exhibitor Requirements

Corporations, organizations, etc. that operate business or projects related to smart cities, or groups/individuals related to such. The organizer may decline an exhibition if its content is deemed to not to match the purposes of the event.

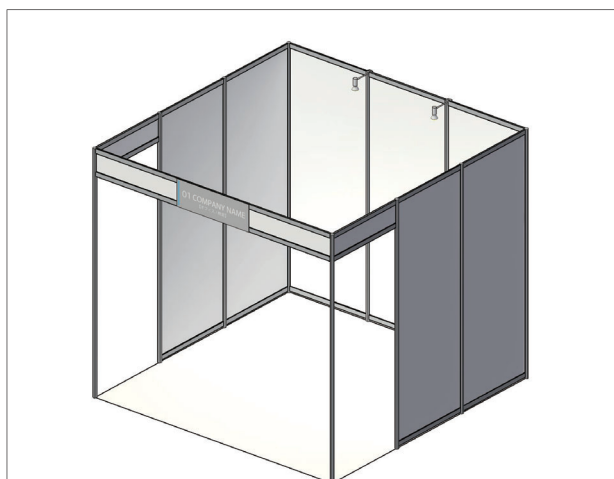
Exhibition Fee

100,000JPY(Tax excluded) per booth space

A discount is available for small and medium-sized enterprises (SMEs) whose main offices are located within Kyoto Prefecture (50,000 JPY per booth space).

(The definition of an SME is as stipulated in Article 2 of Japan's Small and Medium-sized Enterprise Basic Act.)

Basic Booth/Basic Facilities



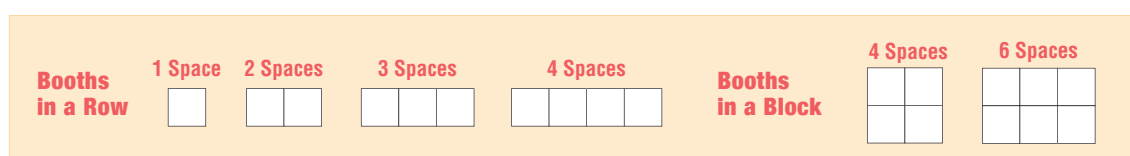
1 Booth Space Package Booth Layout

- 3m Parapet
- 1 Company Name Board
- 2 Arm Spotlights
- Floor Carpet (for 1 space)
- 1 Electrical Outlet (for 2 plugs)
- Main Power Line Construction/Usage Amount - Up to 1 kW

- Octanorm System Panel (Can be custom-decorated freely)
- Basic facilities involve system panels for partitioning side and rear walls installed by the organizer. The panels are system of plywood with white vinyl coating and cutting, nailing, drilling, mounting objects, or other panel alterations are not permitted.
- Exhibits on the wall like panels etc. must be attached with specialized chain (charge-free).
*Double-sided tape may be also used.

Booth Space Specifications

- [Regular booth space] Width - 3m, Depth - 3m, Height - 2.7m
- Can be set up in a row (up to 4 booth spaces), or in a block together (4 or 6 booth spaces).



Number of Available Booth Spaces

100 (Including booth spaces provided for sponsors)

Booth Arrangement

The organizer will decide upon the allocation of booth spaces and notify exhibitors after considering all conditions such as the order of receiving the application, the scale of exhibitions, and exhibition content, etc.

Panel Customization

- Exhibitors will be responsible for customization/decoration within the booth.
- Cutting, nailing, drilling, or other alterations to the basic booth itself including the panel boards, poles, beams, etc. are not permitted. If such processions would be unavoidable, please consult with the organizer beforehand.
- Please notify the administrative office beforehand about exhibition items exceeding a height of 2.7m.
- Further details of regulations will be informed in the exhibition guidelines to be distributed at the exhibitor explanatory meeting.

Special Exhibit

IoT, ICT and other technologies will play a core role in future urban development and lifestyles. We are currently seeking exhibitors for a special area that will allow visitors to interact with the latest technologies and research related to these fields.

A Special Exhibit Modeled on a City That Captures Lifestyles of the Future

The area will present cutting-edge technologies, products and research concepts from various industries, focusing on IoT and ICT technologies that integrate seamlessly into everyday life.

It has been designed as a space in which cross-industry exchanges and various interactions between exhibitors and visitors can naturally occur.



A special exhibition space that uses cutting-edge technologies, products and research from various industries to simulate a smart city of the future

Zones within Special Exhibit				
•Traffic	•Disaster, crime prevention	•Office, education	•Mobility	•Food, agriculture
•5G, infrastructure	•Medicine, nursing care	•Housing	•Metaverse	•Environment, energy etc.

Application Details

Exhibition Fee: **300,000 JPY (Tax excluded)**

- *Any companies or research organizations providing sponsorship as Global Premium, Platinum or Gold Supporters should contact us separately if they also wish to participate in the special exhibit.
- *The area may be used for presenting interactive exhibits and demonstration tests.
- *Exhibition details will be decided after consulting with participating companies and reviewing the order of applications, exhibit information, etc.


Application Procedure for Sponsors and Exhibitors

All applications should be submitted via the dedicated Website.

URL for sponsor/exhibitor applications

▶ <https://miceform.jp/ksc-expo2022/>




**KYOTO
SMART CITY EXPO2022**

Click here to check your application contents
My page
[日本語](#)

Kyoto Smart City Expo 2022 Exhibitor's Information

Thank you for exhibiting at Kyoto Smart City Expo 2022.
Please complete the form below.
NOTE: Pink box indicates a required field.

Organization's Information

Organization's name	→	<input style="background-color: #f8d7da;" type="text" value="e.g.) Smart City Inc."/>
Exhibitor's name	→	<input style="background-color: #f8d7da;" type="text" value="Smart City Inc."/>
Address	→	Address* <input style="background-color: #f8d7da;" type="text"/>
		Apartment, floor, etc. <input style="background-color: #f8d7da;" type="text"/>
		City* <input style="background-color: #f8d7da;" type="text"/>
		Region* <input style="background-color: #f8d7da;" type="text"/>
		Country* <input style="background-color: #f8d7da;" type="text"/>
		Post code* <input style="background-color: #f8d7da;" type="text"/>
TEL	→	<input style="background-color: #f8d7da;" type="text" value="e.g.) +81 (0)6-6264-3900"/>
FAX		<input style="background-color: #f8d7da;" type="text" value="e.g.) +81 (0)6-6264-3900"/>

Application Procedure

All potential sponsors and exhibitors should register via the dedicated Website above.

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Applicants will receive an email confirming their registration.

- *The Administrative Office is available to answer 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.

Contact information

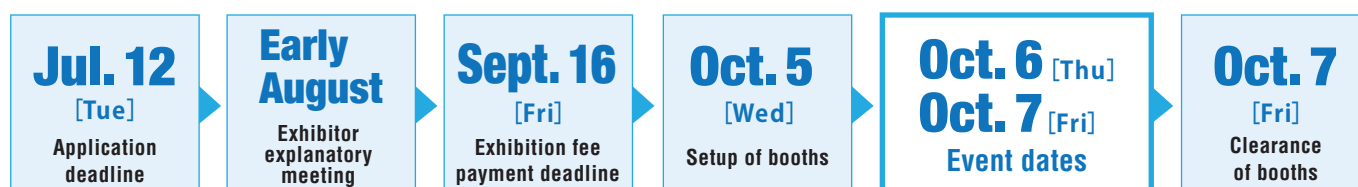
Kyoto Smart City Expo 2022 Administrative Secretariat (Sakura International Inc.)

E-mail: ksce2022@sakurain.co.jp

Tel: +81 50-5804-1338

Business hours: 10am-12pm, 1pm-5pm (not available on weekends and national holidays)

BASIC SCHEDULE FOR EXHIBITION



- Date, time, and place will be announced later. (Also available online)
- Details about exhibitions will be explained in the "Exhibition Guidelines" (to be distributed on the day of the meeting), which lists information about carrying in/out of exhibitions, fire/disaster prevention, construction, and other exhibition matters/regulations and report/application forms.

CAUTIONS FOR EXHIBITION

About Cancellation of the event Due to Unpredicted Reasons, etc.

- The organizer may alter the period of the event or cancel the event due to natural disasters or other unpredicted events or unavoidable reasons. In such cases, the organizer shall not be liable for any damages arising from such cancellation. Additionally, the exhibitors shall bear costs necessitated up to that point based on the number of booth spaces applied for.
- The period or opening time of the event could be altered due to unpredicted reasons. Exhibitors shall not cancel exhibitions or exhibition applications on the ground of such alterations. Additionally, the organizer shall not be liable for any damages occurring from such alterations.

Limitations and Prohibited Matters

- Booth spaces shall not be transferred, sublet, or exchanged.
- Exhibition items/decorations shall not be sold during the event for any reason whatsoever.
- Actions that cause large numbers of attendees to gather and congest the pathways around booths are prohibited.
- Exhibitors are not allowed to invite attendees, conduct surveys or lottery, distribute pamphlets or gifts, or conduct similar such actions outside their own booths.
- Please ensure that lighting, volume levels, and sound quality will not disturb other exhibitors.
- Audiovisual equipment may be used within the booth for the purposes of explanations and presentations, while audio speakers can not be installed to face outside of your booth. Please install speakers to face the inside of your booth.

Protection/Management of Exhibition Items

- The organizer shall be responsible for general maintenance/management of the venue.
- Exhibitors shall constantly put their staff at their own booths during preparation and exhibitions, and shall be responsible for the protection and maintenance of exhibition materials.
- The organizer shall not bear any responsibilities for incidents such as damage due to natural disasters or other unavoidable events, loss, fires, or theft. Accordingly, in protecting exhibition items, exhibitors are recommended to take measures such as covering insurance policies, etc.

Ensuring Safety

- Exhibitors shall take measures to prevent accidents during carrying in/out, construction/preparation, presentation, and all other aspects of the exhibition.
- In the event of any accidents caused by an exhibitor's actions, such exhibitor(s) shall be responsible for resolving the matter.
- The cost of modifications to exhibition decorations for the purpose of ensuring safety based on the Fire Services Act or other laws/ ordinances shall be borne by the exhibitor.
- Important matters about exhibitions, disaster prevention, etc. will be listed in the exhibition guidelines to be distributed on line after the exhibitor explanatory meeting.

Access Public transportations are convenient.



[From the Nearest Station]

From Kintetsu Shin-Hosono station (30 min. from Kyoto station by express train), take the Nara Kotsu Bus number 36 or 56 and alight at "Koenhigashi-dori" stop. on the Kintetsu Keihanna Line, alight at Gakken Nara-tomigaoka Station. Take the Nara Kotsu Bus number 56 and alight at "Koenhigashi-dori" stop. A free shuttle bus will be available from the nearest station on event days



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