

KYOTO SMART CITY EXPO 2023

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

Sponsorship and Exhibitions

2023.10/5 (Thu) .6 (Fri)

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

Seika/Nishi-Kizu area of Kyoto Prefecture

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/expo2023/en>



KYOTO SMART CITY EXPO 2023

"Find, Meet, Create" at the Kyoto Smart City Expo in Keihanna

Keihanna Science City, where more than 150 research, educational, and cultural facilities are concentrated, is a hub for open innovation, and works on smart city keywords such as AI, health/femtech, metaverse, foodtech, municipal DX, SDGs, etc. Keywords related to smart cities are brought together to build a new creative space.

Exhibitions and business seminars on the latest technologies and services related to smart cities on a domestic and international scale

National/Local Government Exchange Symposium to introduce case studies and services of advanced local governments working to solve social issues through digital implementation and public-private partnerships

BtoB and BtoG business matching to build alliances, from Keihanna

Startup pitch meetings and ideathons for open innovation

【Concurrent events】

「**KYOTO FOODTECH EXPO 2023**」The pursuit of traditional food culture and health functionality nurtured in Kyoto's history, combined with processing, distribution, and other technologies.

「**Keihanna Business Messe 2023**」 Local companies offering world-class, one-of-a-kind technology and manufacturing will be exhibiting.

Attendees by category (for Kyoto Smart City Expo 2022)

Attendees
(for both days)

10,000

Exhibitors
Companies / Organizations

58

Sponsors

34

The number of business achievement

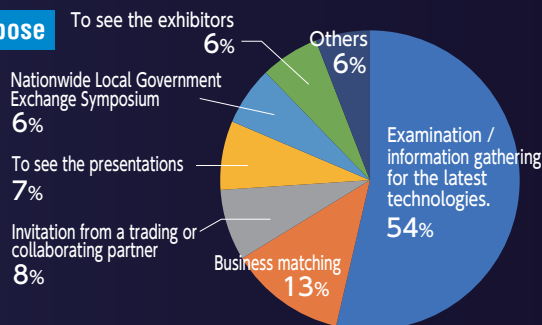
Business talks that will lead to a possible contract

14

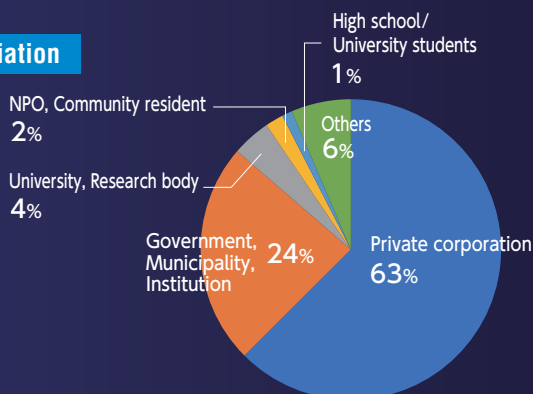
Business talks that may lead to future sales

129

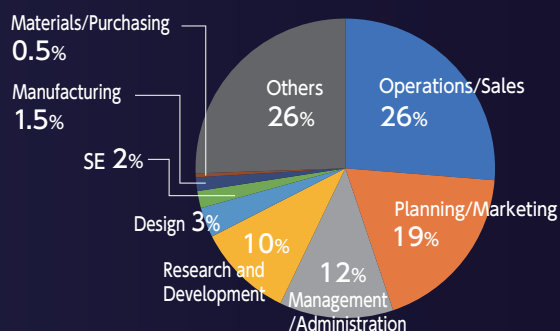
Visitors purpose



Affiliation

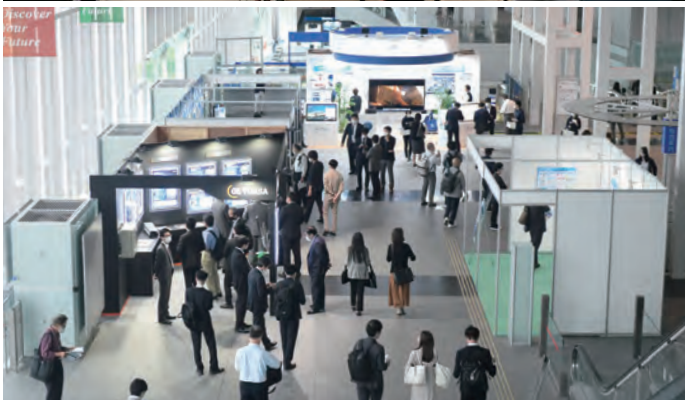


Job category



Outline

Event Date	Thu. Oct. 5th - Fri. Oct. 6th, 2023
Event time	10:00 - 17:00
Venue	Keihanna Open Innovation Center@Kyoto (KICK) [Seika Nishi-Kizu area of Kyoto Prefecture]
Entrance fee	Free
Program	<p>Exhibitions Metaverse, Smart Factory/Work, Health/Femtech, AI/Big Data, Energy/Smart Life, Foodtech, etc.</p> <p>Seminars・Symposium AI, DX, Osaka Kansai Expo, Zero carbon/Energy, etc.</p> <p>Business Matching Booth tour, startup pitch meetings and ideathons, etc.</p>



Sponsorship Plans

Global Premium Supporter

〈Sponsorship Fee〉 More than **3,300,000 JPY** (tax included)

Plan Details

- Publishing company name or logo (special size) on publicity materials
- Exhibition space at the event (4 regular booth spaces)
- Invitation to the reception (free invitation for up to 10 people)
- 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
(tax included)

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 (free invitation for up to 10 people)
- 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
(tax included)

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 (free invitation for up to 3 people)
- Assignment of seminar time slots
※Seminar time slots are limited and will be allocated on a first-come, first-served basis.
- 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
(tax included)

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 (free invitation for 1 person)

Co-creation Partners

We are looking for co-creation partners who are willing to conduct demonstration experiments in Keihanna Science City and KICK in conjunction with Kyoto Smart City Expo!

For further information about co-creation partners

Kansai Science City Promotion Division, Kyoto Prefecture

Tel: 075-414-5195 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.

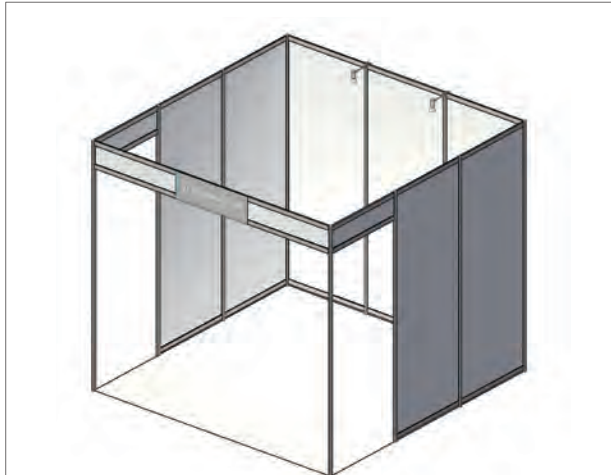
Exhibition Fee

165,000JPY (tax included) per booth space

A discount is available for small and medium-sized enterprises (SMEs) whose main offices are located within Kyoto Prefecture (82,500 JPY tax included 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
- 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).

**Booths
in a Row**

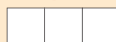
1 Space



2 Spaces



3 Spaces



4 Spaces

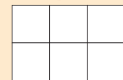


**Booths
in a Block**

4 Spaces



6 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.

KYOTO FOODTECH EXPO 2023 Kyoto Food Open Innovation Summit

The exhibition aims to integrate Kyoto's food culture, ingredients categorized as Kyoto vegetables, and cutting-edge technologies related to food. The exhibition will also provide a venue for encounters that will lead to the creation of foodtech, only possible in Kyoto thanks to its food processing technology, which has been nurtured through its long history, and cutting-edge technologies related to food from Japan and abroad.



Venue image

Exhibition Plans for KYOTO FOODTECH EXPO 2023

〈Exhibitor Requirements〉

【Traditional Foodtech】

Companies / Organizations in Kyoto Prefecture related to traditional food products manufacture with new technologies

【Cutting-edge Foodtech】

Domestic and international companies, universities, research institutes, and related organizations with new food-related technologies to be spread worldwide.

Exhibit examples

- Smart technologies with Kyoto brand products
- Latest technology and services of Kyoto's traditional food products and food culture
- Environmentally friendly agriculture
- High-functionality food, alternative food, etc.
- Solution for food loss, food shortage, etc.

Basic Booth/ Basic Facilities



Booth space

Exhibition fee 82,500JPY (tax included)

Number of Available Booth Spaces: 30

- 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 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, exhibition content, etc.

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- Please notify the administrative office beforehand about exhibition items exceeding a height of 2.7m.

Application Procedure for Sponsors and Exhibitors

All applications should be submitted via the dedicated Website.

URL for sponsor/exhibitor applications

▶ <https://miceform.jp/ksc-expo2023/>



Application Procedure

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

▼

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

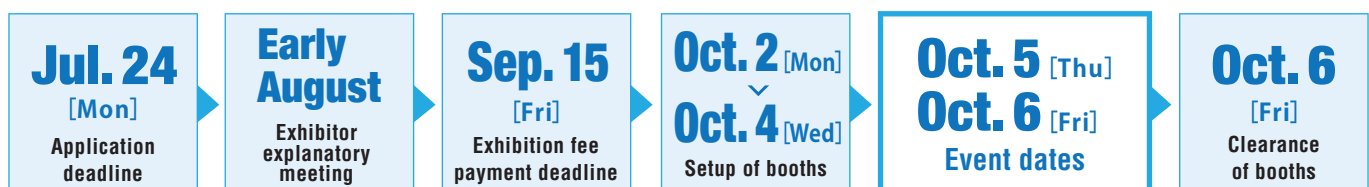
Kyoto Smart City Expo 2023 Administrative Secretariat (Sakura International Inc.)

E-mail: ksce2023@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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