

The major smart city exhibition and exchange event in Japan



Sponsorship and Exhibitor Information

2025 . **10/2** Thu - **3** Fri

Keihanna Open Innovation Center (KICK)
〔Seika Town/Kizugawa City of Kyoto Prefecture〕



KYOTO SMART CITY EXPO

Kyoto Smart City Expo is one of Japan's largest events focused on smart cities, featuring lectures, exhibitions, and networking opportunities, attracting over 10,000 participants over two days. It has been held annually since 2014 in Keihanna Science City—a research and development-driven open innovation hub with over 150 research, educational, and cultural institutions—the event serves as an international platform for generating new smart city innovations.



Kyoto Smart City Expo Operating Council

(Secretariat: Kyoto Prefectural Government, Kansai Science City Promotion Division)

Kyoto Prefecture, Kyoto City, Kyotanabe City, Kizugawa City, Seika Town, Barcelona City, Spain's Barcelona Trade Fair Company, Economic and Commercial Section of the Spanish Embassy, Danish Embassy, Japan-Spain Economic Committee, Kyoto Chamber of Commerce and Industry, (Public Corporation) Kyoto Industrial Association, (Public Foundation) Kansai Cultural and Academic Research City Promotion Organization, (General Incorporated Association) Kyoto Wisdom Industry Creation Forest, (Public Foundation) Kyoto Industry 21, (Public Foundation) Kyoto Advanced Technology Research Institute, (Public Foundation) Kyoto Cultural Exchange Convention Bureau, (Foundation) Internet Association, (Company) Keihanna

<2025 Sponsorship Application Planned>

Cabinet Office, Ministry of Internal Affairs and Communications, Ministry of Foreign Affairs, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment, Digital Agency, Agency for Cultural Affairs, National Governors Association, National Mayors Association, National Association of Towns and Villages, Japan Chamber of Commerce and Industry, (Public Corporation) Kansai Economic Federation, (General Incorporated Association) Kyoto Economic Friends Association, (Independent) Japan External Trade Organization Kyoto Trade Information Center, (Independent) Urban Renaissance Agency West Japan Branch.

Experience and exhibit

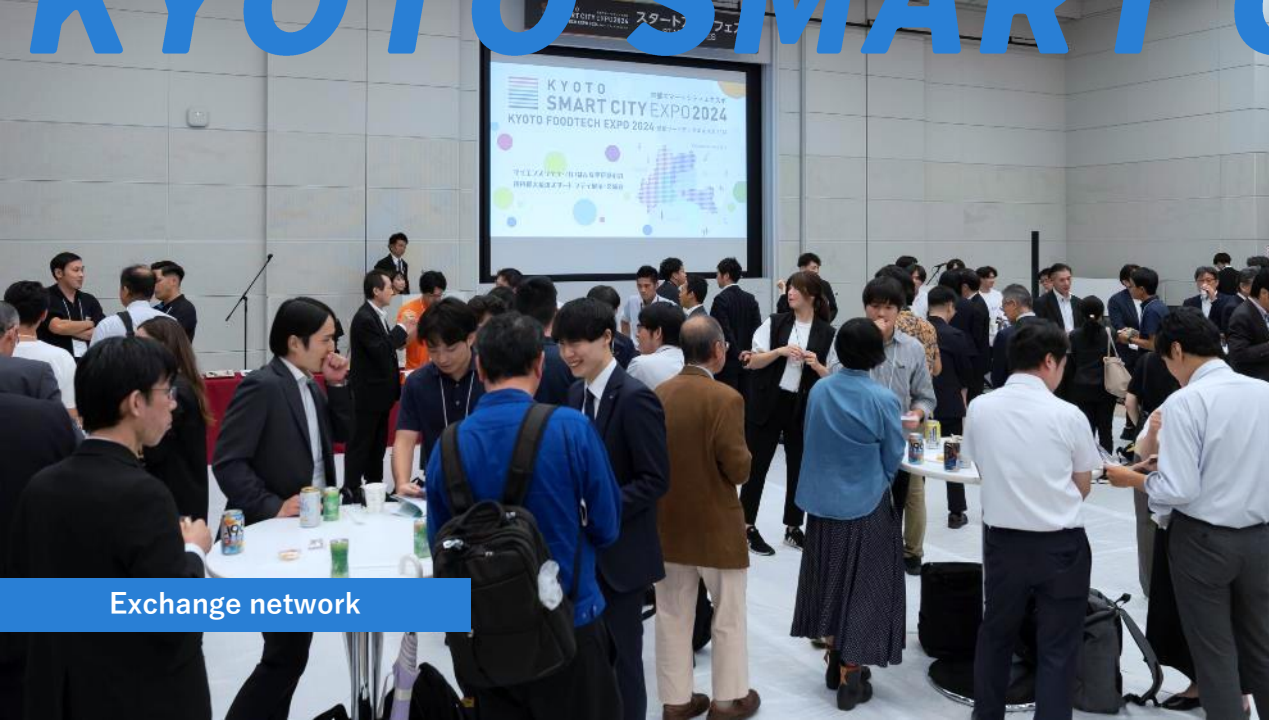


Diverse seminars



KYOTO SMART CITY EXPO 2024

Exchange network



Connection with key personnel



Kyoto Smart City Expo 2025

Event Date: October 2 (Thu) and 3 (Fri), 2025, 10:00 AM - 5:00 PM (both days)

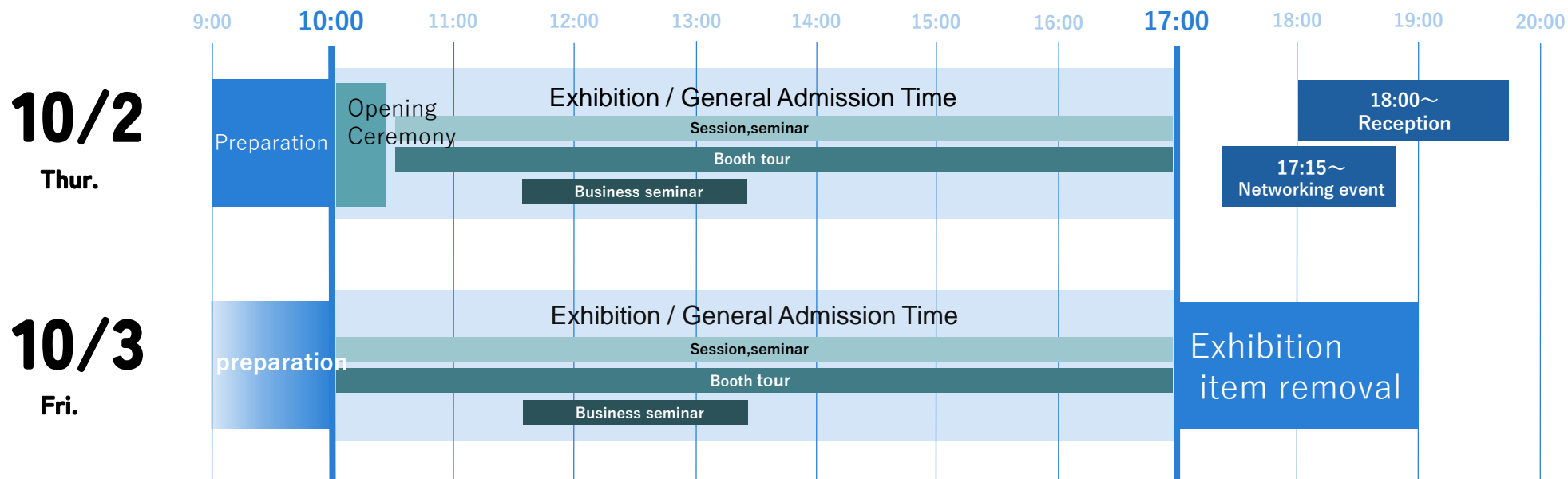
Venue: Keihanna Open Innovation Center (KICK) [Seika, Nishikizu area, Kyoto Prefecture]

Participation Fee: Free (pre-registration required)

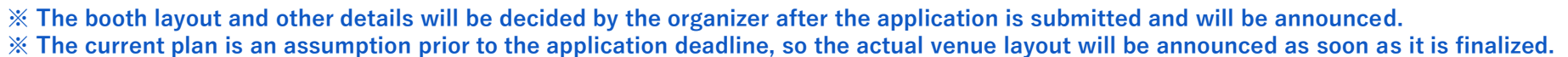
Organizer: Kyoto Smart City Expo Management Council (Secretariat: Kyoto Prefecture Cultural and Academic Research City Promotion Division)

Content: Exhibitions: Smart city and food tech-related exhibits, domestic and international municipal pavilions;

Lectures: Special lectures, symposiums, seminars, startup pitches; Networking: Reception, exhibitors networking meeting, booth tours, round tables



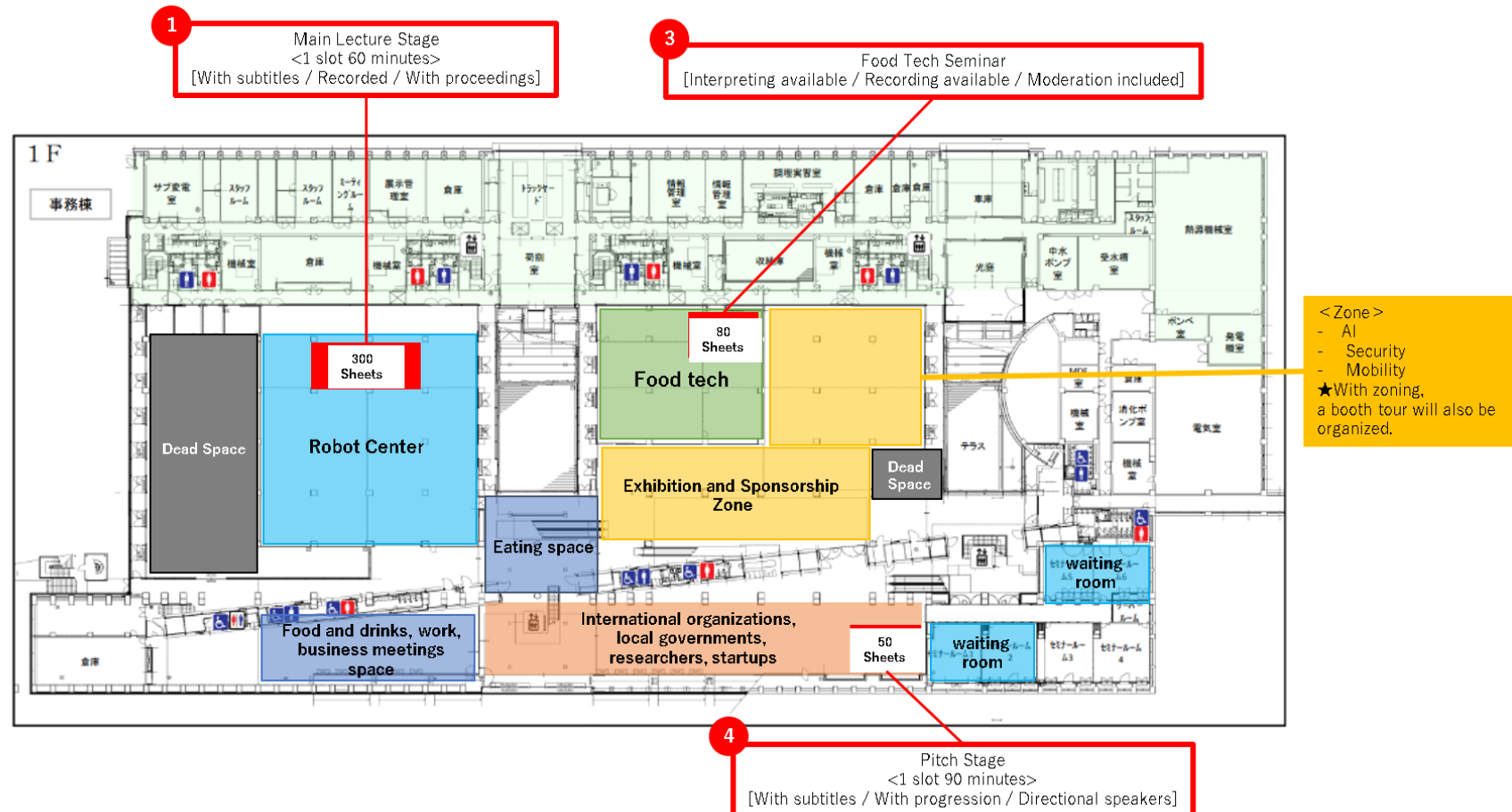
- An open space seminar stage is set up directly in front of the entrance. As soon as you enter, you are presented with a seminar venue where information immediately catches your eye or ear.
- Business seminars (service and case introductions) are held in the dining area during lunchtime. It is possible to use a screen for video broadcasting and presentations by speakers.



First floor floor plan (temporary)

In the sponsorship and exhibition zone area, we plan to create zoning for each booth to ensure a compact flow for visitors to navigate easily. We are building an area where startups wishing for continuity with domestic and international municipalities and collaboration with municipalities can interact on one floor.

In addition to expanding the area for food tech, we are also considering enhancing the dining area.



Join and Co-creation!

Sponsorship Plan

500,000 JPY~

Silver 500,000 JPY

Gold 1,000,000 JPY

Platinum 3,000,000 JPY

Global PremiumConsult
for pricing

Exhibitor Plan

220,000 JPY

Businesses (excluding startups)
220,000 JPY (tax included)
/ 1 booth

Startups
30,000 JPY / 1 company

Governments Agencies Plan

Free

Domestic Government
Agencies
Half regular booth



Foreign Government
Agencies
1 booth or Half booth

※Construction costs are necessary.

Sponsorship Plans

	Sponsorship Plans			
	Global Premier	Platinum	Gold	Silver
Advantages	Platinum level or higher Price negotiable	3,000,000 JPY	1,000,000 JPY	500,000 JPY
①Logo and company name placement in publicity materials	Special size	Extra large size	Large size	Regular
②Exhibition space	4 regular booth spaces	3 regular booth spaces	2 regular booth spaces	1 regular booth space
③Invitation to the reception	Free invitation for up to 10 people	Free invitation for up to 10 people	Free invitation for up to 3 people	Free invitation for up to 1 people
④Provision of speaking slots	Priority provision of Keynote speech slots	Provision of slots	Provision of speech slots	-
⑤Supporter room available for use	○	○	-	-
⑥Provision of business seminar slots	Priority provision	Provision	Provision	-
⑦Invitations to the Exhibitors networking event	Free invitation for up to 8 people	Free invitation for up to 6 people	Free invitation for up to 4 people	Free invitation for up to 2 people

Exhibitor Plans

Exhibit Plans			
Companies, Universities, etc.	Startup	Domestic Government Agencies	Foreign Government Agencies
220,000 JPY	30,000 JPY	Free	Free
Exhibitor Introduction	Exhibitor Introduction	Exhibitor Introduction	Exhibitor Introduction
1 regular booth space	Half regular booth space	Half regular booth space, etc.	Half regular booth space, etc.
-	-	Chief or deputy chief	Chief or deputy chief
-	Pitch participation rights	-	-
-	-	-	-
-	-	-	-
Free invitation for up to 2 people per 1 booth	Free invitation for up to 2 people	Free invitation for up to 2 people	Free invitation for up to 2 people
		Please contact us for details. bunkaga@pref.kyoto.lg.jp	

Exhibitor Booth - 1 booth-

Qualifications for Exhibitors

- Companies and related organizations or individuals engaged in businesses related to smart cities.- The organizers may refuse participation if they determine that the exhibition content does not align with the purpose of this exhibition.

Booth arrangement-

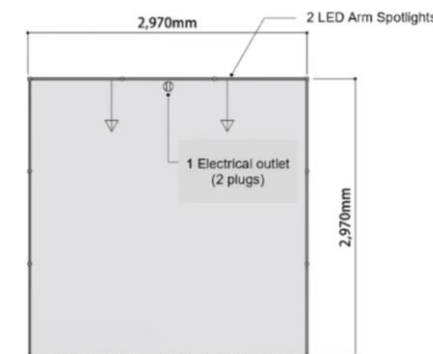
The organizer will decide and notify the exhibitors.- In the case of multiple booths, it is also possible to implement them as parallel booths or block booths.

Exhibition Decoration

- The exhibition decoration within the booth should be carried out by the exhibitor.
- Direct decoration or processing on the basic booth is not allowed. Additionally, materials such as panel boards, poles, and beams cannot be cut, nailed, or drilled.
- If you wish to bring in exhibits exceeding 2.7m in height or if the exhibitor wants to carry out additional decorations, please consult the office in advance.- Further details regarding regulations will be outlined in the exhibition guidelines.

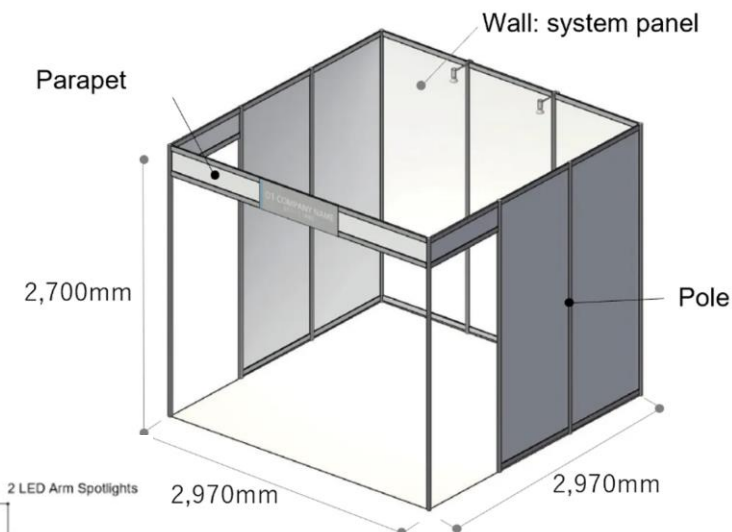
Exhibit Plan Basic Equipmentment

- Front approximately 3m × Depth approximately 3m × Height approximately 3m
- Company name board
- LED arm spotlights (2 units)
- One outlet (two sockets), electrical main line work, up to a usage of 500W
- Other benefits Invitation to the exhibitor networking event (2 people free invitations per booth)



- Basic Booth/Basic Facilities

Regular booth space



1 Booth Space (about 3x3m) specifications

- 1 Company Name Board
- 2 LED Arm Spotlights
- 1 Electrical outlet (2 plugs)
- Main Power Line Construction (Usage Amount - Up to 500W)

Exhibitor Booth -half booth-

Qualifications for Exhibitors

- Startup companies that have services aimed at solving social issues.
- Local governments interested in problem-solving and initiatives through public-private partnerships.
- The organizer may refuse participation if it is judged that the content of the exhibition does not align with the purpose of the exhibition.

Booth layout

- The organizer will decide and notify the exhibitors.

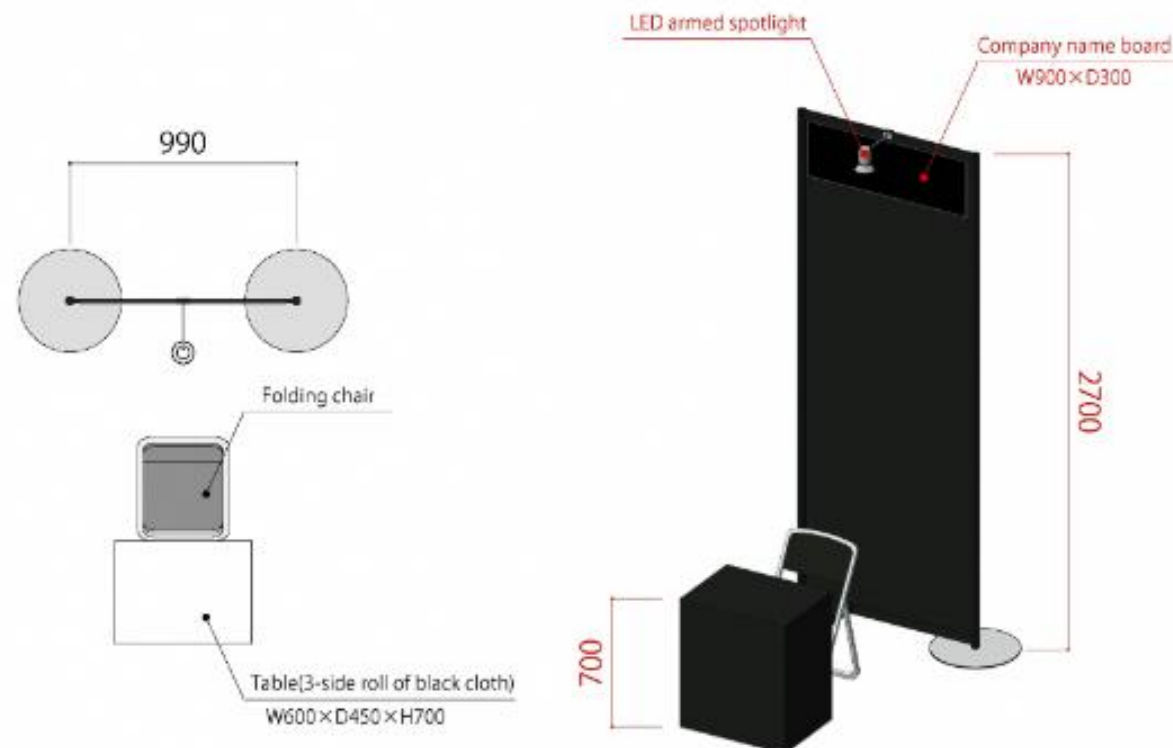
Exhibition decoration

Please carry out the decoration of the exhibition space by the exhibitors. You cannot directly decorate or modify the foundation booths. Additionally, panel boards, poles, beams, etc. cannot be cut, nailed, or drilled. If you wish to bring in exhibits that exceed 2.7m in height or if the exhibitors plan to implement separate decorations, please consult the office in advance. Further details regarding other regulations will be specified in the exhibition guidelines.

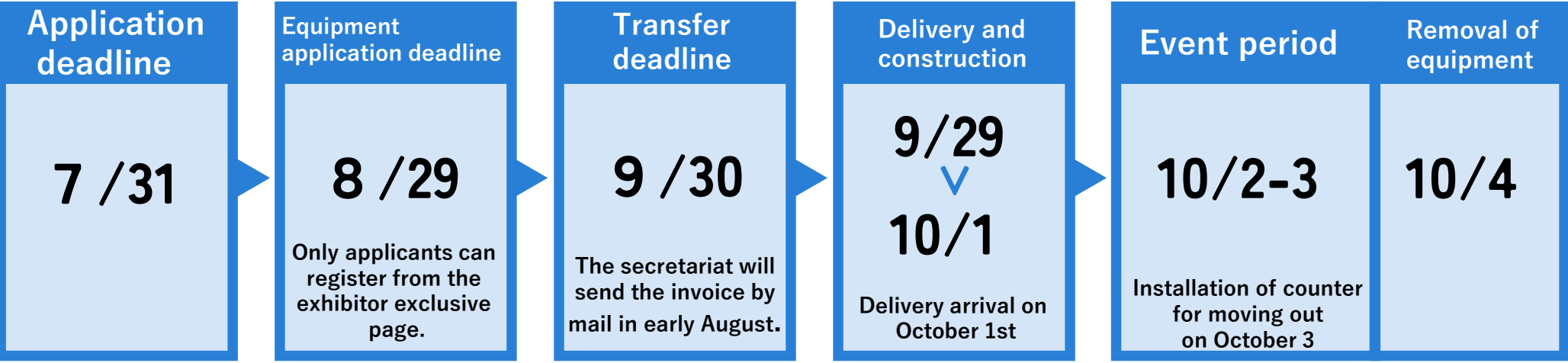
Exhibit Plan Basic Equipmentment

- Width about 1m × Depth about 1.5m × Height about 3m
- Company name plate • LED arm spot (1 light)
- Other benefits Invitation to the exhibitor networking event (2 people free invitation) Only for startups: Pitch entry rights

【STARTUP FES Booth Specifications】 ※black system/black wall/black cloth



Exhibition time schedule



Public Relations schedule

- Early August: Announcement of the Kyoto Smart City Expo 2025 (1st wave) Announcement of speakers planned.
- Late August: Announcement of the Kyoto Smart City Expo 2025 (2nd wave) Announcement of sponsors and exhibiting companies. Start of visitor registration.
- Early September: Start of poster and promotional materials shipment.

Other procedural matters

- Sponsoring Companies (all companies) Logo registration for display
- Exhibiting Companies (all companies) Registration of exhibitor names and exhibition details
- Gold Sponsorship and above Registration for business seminars Registration of presentation content and speakers
- Startup Companies Registration for pitch sessions

※ In addition, notifications regarding detailed schedules and various deadlines will be sent to the email address of the contact person registered in the application form.



NEVER SAY NO!

- 技術的には可能です -

**Inquiries about applications, exhibitions,
construction, etc.**

Kyoto Smart City Expo 2025 Management Office
(within Sakurai International)
Person in charge: Ichien, Inohara
Tel: 050-5804-1338 E-mail: ksce2025@sakurain.co.jp
Reception hours: 10:00 AM to 5:00 PM
(excluding 12:00 PM to 1:00 PM and weekends/holidays)

Sponsorship, administration, event inquiries

Kyoto Smart City Expo Management Council
(Kyoto Prefectural Government, Kansai Science City Promotion Division)
Contact: Nakao, Mikuriya, Takano
Tel: 075-414-5194 E-mail: bunkaga@pref.kyoto.lg.jp
Reception hours: 9:00 AM to 5:00 PM
(excluding weekends and holidays)