



April 26-27, 2017
KFC Hall, Ryogoku, Tokyo, Japan
<http://www.m-e-f.info/>

MEMS Engineer Forum Exhibition

Conference outline:

Conference Name: MEMS Engineer Forum (MEF) 2017
Period: Wednesday, April 26 and Thursday, April 27, 2017
Location: KFC Hall, Ryogoku, Tokyo
1-6-1 Yokoami, Sumida-ku, Tokyo, 130-0015
Access: <http://www.tokyo-kfc.co.jp/accessmap.html>
Expected participants: 700 for 2-day program
Number of presentation: Approximately 25 presentations and panel discussion
Registration fee: Free (Invitation basis) for oral session and exhibition
5,000 yen for networking reception on April 26, 2017
Invitation ticket for reception is available for exhibitors and sponsors
Conference Website: <http://www.m-e-f.info/>

MEF Exhibition:

Exhibition period: Wednesday, April 26 and Thursday, April 27, 2017
Location: KFC Hall Annex

<The Objective and Target of MEMS Engineer Forum>

This forum is a unique opportunity operated mainly among engineers close to the MEMS technology, which is the vital key for the 21st century. We strongly believe the key players in this field will drive the world in various business scenes over the next 10 years. Since the start of the 1st MEF in March 2009, this forum has been held annually with MEMS researchers, developers, engineers gathering in one place.



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Exhibition Fee & Benefits

		Regular Exhibition	Academia	Venture company
Exhibition Fee per booth (8% tax to be added)		250,000 JP Yen	50,000 JP Yen	50,000 JP Yen
PR Support	One slot of short presentation in the program	Yes		Yes
	One-page (A4 size) advertisement in the conference handout *The location of the advertisement to be decided by application date order	Yes		
	Banner on conference website	Yes	Yes	Yes
	Logo on MEF exhibitors signboard at the conference venue	Yes	Yes	Yes
	PR video at the conference venue (loop playback)	Yes	No	No
Free tickets	Invitation to MEF Reception (Value of 5,000 JP Yen)	1 person	Fee required	Fee required
	Invitation to closed lunch meeting with invited speakers of MEF (First day only)	2 persons		
Other	Usage of VIP/Exhibitor/sponsor room at the conference venue	Yes	Yes	Yes

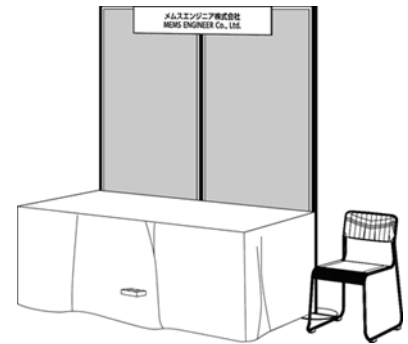


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Booth

Regular Exhibitors

1. Booth size (W1.8m x D0.9m x H2.1m)
2. Back side Panel (W1.8m x H2.1m)
The space for display is W1.6m x H0.9m
3. Cloth-covered table (W1.8m x D0.9m x H0.7m)
4. AC Power Outlet (500W) 2 outlet
5. Chair 1
6. Company Name Board (in English and Japanese)



Academia/Venture Exhibitors

1. Booth size (W1.8m x D0.45m x H1.8m)
2. Back side Panel (W1.8m x H1.8m)
3. The space for display is W1.6m x H0.9m
4. Table (W1.8m x D0.45m x H0.7m)
5. Chair 1
6. Company Name Board (in English and Japanese)



Academia exhibit:

Academia exhibit booth is applied for education institutes, academia (high school, college, university) with the purpose of introduction of research progress. The joint exhibit with commercial affiliation is not applied for academia exhibit booth.

Venture exhibit:

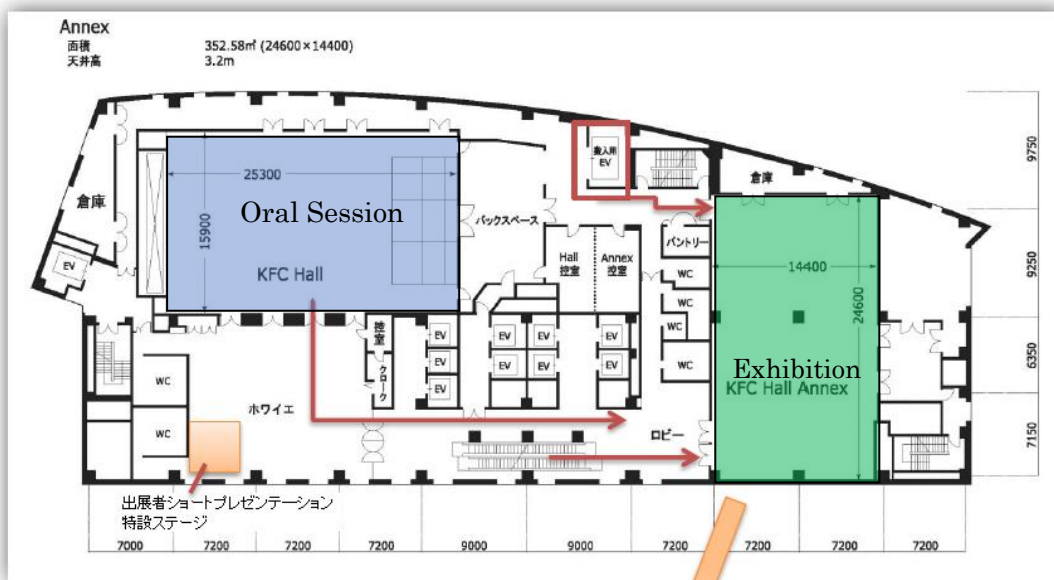
Venture exhibit booth is applied for start-up companies with less than 5 years since its establishment. The joint exhibit with other commercial affiliation is not applied for venture exhibit booth.



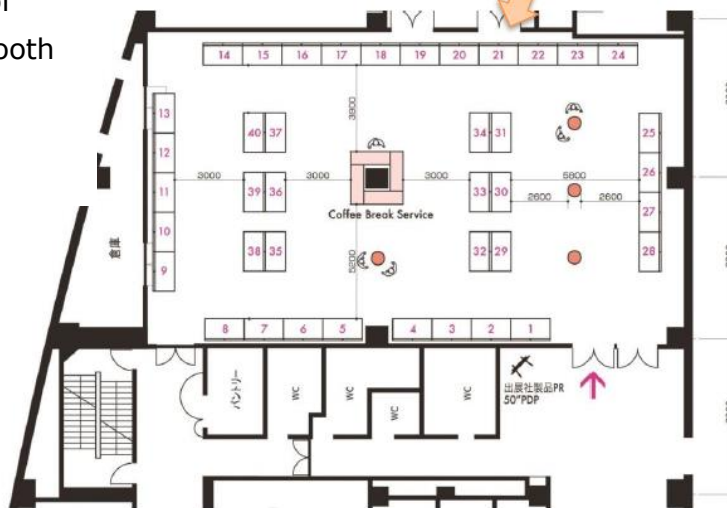
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Floor Layout (3F, KFC Hall)

Oral session is held in KFC Hall. The MEF Exhibition is held in KFC Hall Annex on the same floor of the conference venue.



Sample of exhibit booth layout (KFC Hall Annex)





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Exhibitors Benefit

Benefit ONLY for Regular Exhibitors and Venture Exhibitors

*One slot of short presentation in the program

There are three core sessions (two on April 26 and one on April 27) for exhibitors short presentation.

One slot of short (10-minute long) presentation will be assigned to each regular and venture exhibitor is provided. The assignment order is based on the application order.

Benefit for ALL Exhibitors

Banner on conference website

- Either banner ad or company logo will be uploaded on the conference website.
- The banners are uploaded until January 31, 2017
- Specification of banner: gif format 40-60 height pixel x 140 wide pixel
- The order of banner is rotated occasionally.

The screenshot shows the MEF 2017 website with a navigation bar and a main content area. A red box highlights a banner ad for MEMS & Sensors Industry Group, which is listed as a partner and exhibitor/sponsor. The banner includes the MEF 2017 logo, the event title, dates, location, and a list of exhibitors/sponsors such as Hitachi High-Tech, MEMS & Sensors Industry Group, SPT, S. Tonka Lab, uSIC, SHUTECH, MEMS-i-Design, SOSS, and UHSIO.

Banner Ad



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Exhibitors Benefit

Benefit for Regular Booth Exhibitors

PR video at the conference venue (loop playback)

- Exhibitor's PR video will be shown on display at the conference venue.
- The maximum length of the video is 20-minute.
- The screen time is on a steady basis during conference period.

Video data due date: April 20, 2017



50 インチプラズマディスプレイ

One-page (A4 size) advertisement in the conference handout

- The location of the advertisement to be decided by application date order

Ad data due date: April 10, 2017

Size:

Trim size of Handout	210mm W x 297mm H
Non-Bleed	186mm W x 270mm H
Bleed	216mm W x 303mm H

Ad data has to be EPS format, PDF/X-1a(font-embedded), or 1-Bit-TIFF.

- **Invitation to MEF Reception (Value of 5,000 JP Yen)**
- **Invitation to closed lunch meeting with invited speakers of MEF (First day only)**
-
- **Benefit for All Exhibitors**
- **Logo on MEF exhibitors signboard at the conference venue**
- **Usage of VIP/Exhibitor/sponsor room at the conference venue**



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Onsite Schedule

■Time Table

The time table is subject to change depending on the program schedule.

	7:00	7:30	8:00	8:30	9:00	10:00	11:00	12:00	13:00	14:00	15:00	15:30	16:00	16:35	17:00	17:30	18:15	18:30	19:00	20:00	21:00
April 25, 2017													Setup by organizer 16:00-19:00				Setup by exhibitors 19:00-20:30				
April 26, 2017			Registration open 8:30-	MEF Presentation Session Break/Exhibit Hours (10:40-10:50)			Exhibition Core Time/Lunch Break 12:05-12:50	Exhibitors Presentation Session 12:50-13:50	MEF Presentation Session Break/Exhibit Hours (15:40-15:55)		Exhibitors Presentation Session 15:55-16:35	MEF Presentation Session	Exhibits	Reception 18:30-20:00							
	Set up by Exhibitors 8:00-10:40			Exhibit Hours																	
April 27, 2017			Registration open Exhibits open 8:30-	MEF Presentation Session Break/Exhibit Hours (11:05-11:15)			Exhibition Core Time/Lunch Break 12:05-12:45	Exhibitors Presentation Session 12:45-13:35	MEF Presentation Session Break/Exhibit Hours (15:50-16:05)												
	Exhibits								Tear down by exhibitors 16:05-17:00		Tear down by organizer 17:00-18:00										

■Set Up/Tear Down Period

All exhibitors are requested to follow set-up/tear down period set by MEF secretariat.

Set up time 19:00-20:30, April 25 and 8:00-10:40, April 26

All set up need to be completed at latest by 10:40 am, April 26

Tear down time 16:05-17:00, April 27

Power Supply

Power supply up to 100V is available during the following period for exhibitor booth:

19:00-20:30, April 25

8:00-20:00, April 26

9:00-17:00, April 27

The electric installation fee for 2 500W-plugs is included in the booth fee.

The power above the standard is available with the additional expense.



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Shipping Instructions

<Incoming Materials>

IMPORTANT: Paid exhibit registration is required before making shipping arrangements. The KFC Hall will not assume any responsibility for the damage or loss of merchandise sent to the KFC Hall for storage.

Exhibit materials must be shipped directly to the KFC Hall. Packages must arrive no earlier than April 25, 2017. Materials that arrive earlier will not be accepted.

Shipments must be addressed as follows:

KFC Hall, 1-6-1 Yokoami, Sumida-ku, Tokyo, 130-0015 TEL: +81-3-5610-5801

Hold For : MEF 2017 (4/26-27), Exhibits at KFC Hall Annex [Contact Name]

Arrival Date: [Contact Arrival Day & Date]

Booth Number: [Your booth number]

Exhibitors must include their return address on all box(s) shipped to the KFC Hall.

<Outgoing Materials>

Guests can ship their packages out from the exhibition hall (KFC Hall Annex). All outgoing boxes must be packed, sealed, and labeled by the Exhibitor. The KFC Hall will provide a shipping form that is used internally for proper tracking.

Inland transport/domestic

Shipment will be handled by YAMATO TRANSPORT CO., LTD. and only pay on delivery (Chakubarai) is available.

Overseas shipping

Please check with MEF 2017 Secretariat individually.

Shipping Questions

All questions related to shipping exhibitor materials should be directed to the Hyatt Regency Tokyo before the meeting.

Exhibitors are responsible for contracting for the shipment and handling of all exhibit materials. Neither the KFC Hall nor Semiconductor Portal, Inc. (MEF Secretariat Office) is responsible for lost or misdirected shipments.



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All exhibitors must observe the following rules and regulations:

- ✦ Wall, column, and permanent building outlets are not a part of booth space and are not to be used by exhibitors unless specified in writing by the KFC Hall.
- ✦ Use of open clip sockets, latex, or lamp cord wire and duplex or triplex attachment plugs in exhibits is strictly prohibited.
- ✦ All material and equipment furnished by the KFC Hall staff shall remain the property of the venue and can only be removed by hall engineering personnel at the close of the function.
- ✦ Exhibitor is responsible for any and all damages to floor coverings and walls caused by exhibitor and/or exhibitor's employees.

Security

Each exhibitor must make provisions for safeguarding its materials, equipment, and displays at all times. Neither the KFC Hall nor Semiconductor Portal, Inc will be responsible for the loss or theft of property belonging to any Exhibitor, its agents, employees, visitors, or guests. Each Exhibitor must carry full insurance for the entire duration of the show. Please include proof of your insurance with your registration. Exhibitors assume all responsibility for compliance with local, city, county, state, and federal ordinances and regulations covering fire, safety, and health. Only fireproof materials should be used in displays and Exhibitors should take necessary fire precautions.

Exhibitor Responsibilities

In the event that any damage occurs to the KFC Hall furniture, fixtures, building, or equipment caused by installation, presence, and/or removal of exhibit materials, the Exhibitor shall reimburse the KFC Hall for the cost of such repair, or replacement as may be necessary.

Disclaimers

By registering as an Exhibitor, the Exhibitor indemnifies and agrees to hold harmless the KFC Hall and Semiconductor Portal, Inc. (MEF 2017 Secretariat Office) its officers, directors, employees and agents, from and against any actions, losses, costs, damages, and expenses (including attorney fees) arising from damages to property or bodily injury to the Exhibitor, his agents representatives and employees by reason of the



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Exhibitor's occupancy or use of the Exhibitor's facilities.

the KFC Hall and Semiconductor Portal, Inc. (MEF 2017 Secretariat Office) are not responsible for any lost, stolen, damaged or misdirected equipment, personal items or business related property brought onto the premises by an Exhibitor, guest, group contractor, etc. This includes items that are in the meeting rooms outside of the event hours.

Cancellation Policy

Cancellation penalties will apply after the confirmation of the application is sent to the exhibitors.

- 50% of total exhibit fee for cancellation after the notification by confirmation letter till April 10, 2017.
- 100% of total exhibit fee for cancellation on and after April 11, 2017

Others

Signs and Banners

There is to be no rigging of signs, banners, lights, sound, etc., from any ceiling in the Hyatt Regency Tokyo without their expressed prior approval. In addition, no signs are to be taped on walls, doors, columns, or windows. No nails, hooks, screws, tacks, or adhesives may be used to secure signs or other paraphernalia.

Contact

MEF 2017 Secretariat at Semiconductor Portal, Inc.

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FAX: +81-3-5733-4973