



April 25-26, 2018  
KFC Hall, Ryogoku, Tokyo, Japan  
<http://www.m-e-f.info/>

## **MEMS Engineer Forum Exhibition**

### **Manual for Sponsors** 2018/3/6 V3

#### **Conference outline:**

Conference Name: MEMS Engineer Forum (MEF) 2018  
Period: Wednesday, April 25 and Thursday, April 26, 2018  
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: 24 presentations and panel discussion  
Registration fee: Free (Invitation basis) for oral session and exhibition  
5,000 yen for networking reception on April 25, 2018  
Invitation ticket for reception is available for exhibitors and sponsors  
Conference Website: <http://www.m-e-f.info/>

#### **MEF Exhibition:**

Exhibition period: Wednesday, April 25 and Thursday, April 26, 2018  
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

		GOLD	SILVER	BRONZE
Sponsorship Fee (8% tax to be added)		300,000 JP Yen	200,000 JP Yen	100,000 JP Yen
PR Support	One-page (A4 size) advertisement in the conference handout *The location of the advertisement to be decided by application date order	Yes	Yes	Yes
	Company logo on conference website	Yes	Yes	Yes
	Logo on MEF sponsors signboard at the conference venue	Yes	Yes	Yes
	Logo on MEF 2018 Reception Table	Yes	Yes	No
	Logo on MEF 2018 Coffee Service Table	Yes	Yes	No
	PR video at the conference venue (loop playback)	Yes	No	No
Free tickets	Invitation to MEF Reception (Value of 5,000 JP Yen)*	2	1	Fee required
	Speech at Reception (April 25)	Yes	No	No
	Invitation to closed lunch meeting with invited speakers of MEF (First day only)*	3	2	1
Other	Usage of VIP/Exhibitor/sponsor room at the conference venue	Yes	Yes	Yes

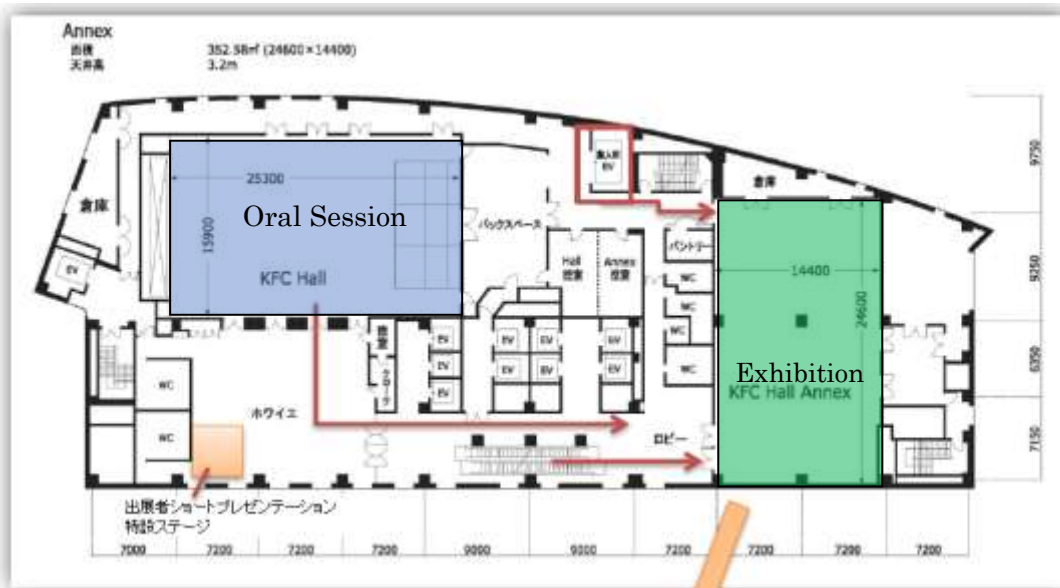
For the sponsors who send application form by January 31, 2018 will get double number of free tickets for reception and lunch meetings.



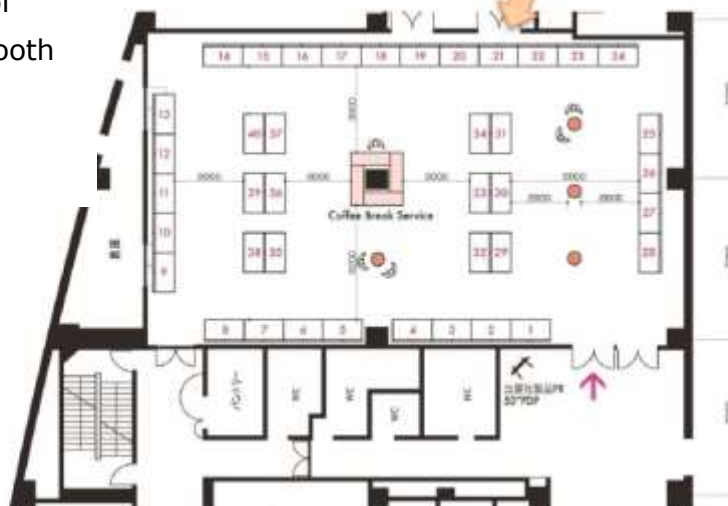
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### Floor Layout (3F, KFC Hall)

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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## **Sponsors Benefit**

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### **Benefit for ALL sponsors**

#### **Banner on conference website**

- Either banner ad or company logo will be uploaded on the conference website.
- The banners are uploaded until January 31, 2019
- Specification of banner: gif format 40-60 height pixel x 140 wide pixel
- The order of banner is rotated occasionally.

#### **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 4, 2018

Handout size: 207mm W x 296mm H

Ad size:

Non-Bleed 186mm W x 270mm H

Bleed 202mm W x 296mm H

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

#### **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.

Application deadline: January 31, 2018

Video data due date: April 19, 2018

Monitor specification (55-inch monitor)

Display size

W1,217mm x H685mm (16:9)





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- **Invitation to MEF Reception (April 25, Value of 5,000 JP Yen)**
  - Gold and Silver sponsors can enjoy free ticket(s) for reception (April 25) and luncheon with speakers (both April 25 and 26).
  - The free ticket benefit will be doubled for the application sent to the secretariat by January 31, 2018.
  - The online website for the combined MEF conference admission and free ticket for reception will be notified.
  
- **Invitation to closed lunch meeting with invited speakers of MEF (April 25 and 26)**
  - All sponsors can enjoy free ticket(s) for closed lunch meeting with speakers both April 25 and 26.
  - The free ticket benefit will be doubled for the application sent to the secretariat by January 31, 2018.

#### **Logo on MEF sponsors signboard at the conference venue**

- Logo of MEF sponsors will be shown on the signboard at the conference venue.

#### **Usage of VIP/Exhibitor/sponsor room at the conference venue**

- Exhibitors and sponsors are able to use meeting rooms at the conference venue.
- Meeting time frame: One hour from 8:30-18:00 on both April 25 and 26. Up to 2 frames (max 2hours).
- The meeting room reservation is confirmed upon the request from exhibitors and sponsors based on first-come/first-service.



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### **Cancellation Policy**

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

- 50% of total sponsorship fee for cancellation after the notification by confirmation letter till April 9, 2018.
- 100% of total sponsorship fee for cancellation on and after April 10, 2018.

### **Contact**

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MEF Secretariat at Semiconductor Portal, Inc.

E-mail: [mef\\_2018@semiconportal.com](mailto:mef_2018@semiconportal.com)

Phone: +81-3-5733-4971

FAX: +81-3-5733-4973