



MEMS Engineer Forum (MEF) 2022
April 20-21, 2022
KFC Hall, Ryogoku, Tokyo
<http://www.m-e-f.info/>

Manual for MEMS Engineer Forum Exhibition 2022 Vol.1

Conference outline:

Conference Name: MEMS Engineer Forum (MEF) 2022
Period: Wednesday, April 20 and Thursday, April 21, 2022
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: 250 per day (due to limited capacity with social distance to prevent COVID-19)
Number of presentation: 25 presentations and panel discussion
Registration fee: Free (Invitation basis) for oral session and exhibition
Conference Website: <http://www.m-e-f.info/>

MEF Exhibition:

Exhibition period: Wednesday, April 20 and Thursday, April 21, 2022
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.



Exhibition Fee & Benefits

		Regular Exhibition	Academia	Start-up company
Exhibition Fee per booth (10% 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	No	Yes
	One-page (A4 size) advertisement in the conference handout *The location of the advertisement to be decided by application date order	Yes	Yes	Yes
	Logo 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)	No	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**	No	No
Other	Usage of VIP/Exhibitor/sponsor room at the conference venue	Yes	Yes	Yes

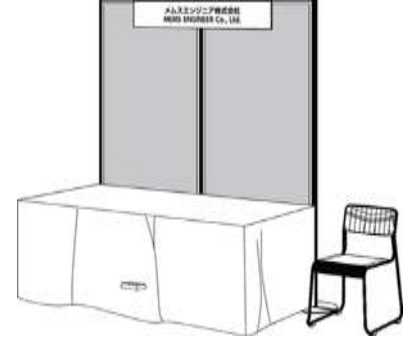
*Regarding the networking event, after careful consideration about the possibility of having reception with fee charged, but MEF committee decided not to have a reception nor catering at MEF 2022 due to the situation caused by COVID-19. Instead, we would like to offer to provide a list of registrants for MEF2022 (name, affiliation, e-mail address, and demographic classification) to regular exhibitors. Please be noted that the list includes only those who have consented to share their information with exhibitors.

**For regular exhibitors, we would be happy to arrange meetings (including web-based meetings) with up to two speakers of your choice.

Booth

Regular Exhibitors

1. Booth size (W1.8m x D0.9m x H2.1m)
2. Back side Panel (W0.9m x H2.1m, 2 panels connected)
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.

Please be noted that the electric power is available only for regular booth.

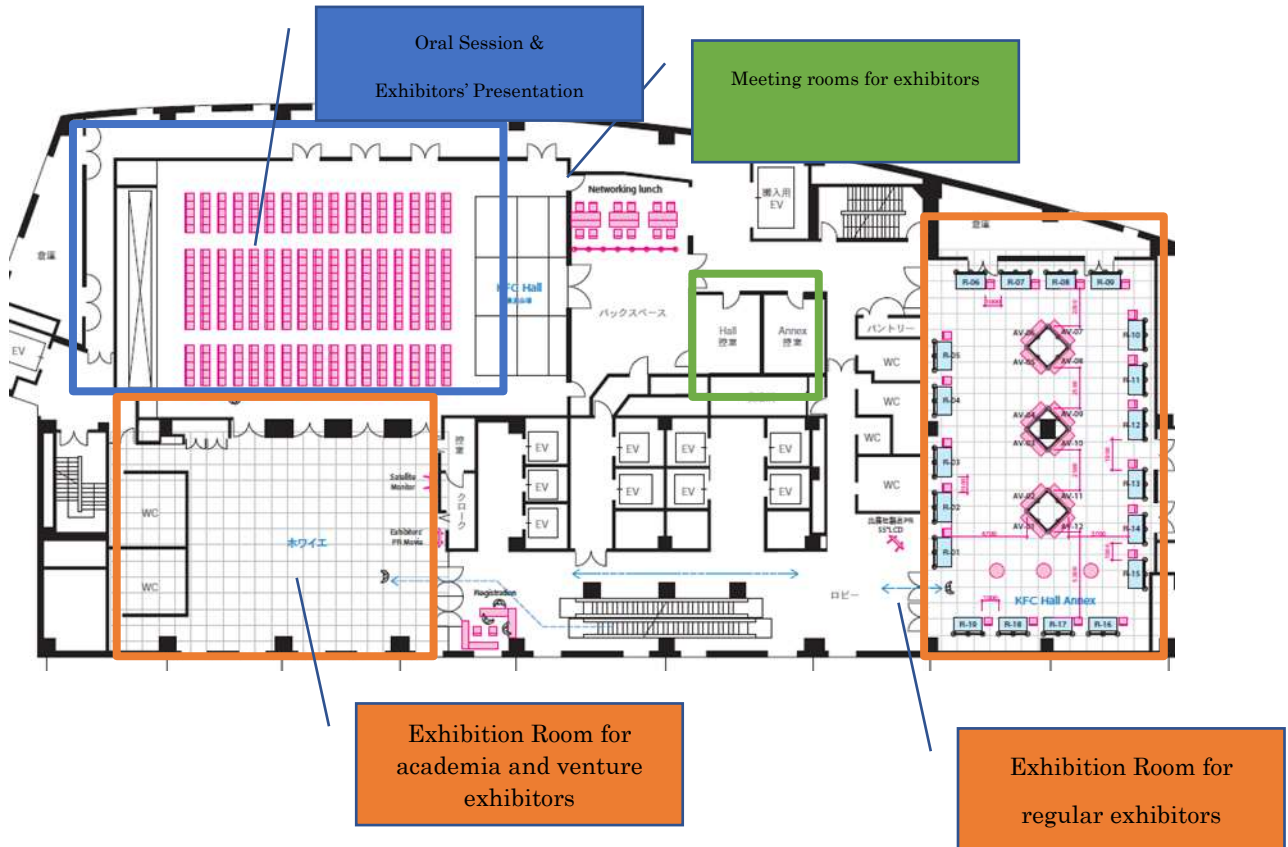
For venture and academic booth, the electric power up to 500W with 2 outlet is available at the additional 5,000 yen.

Floor Layout (3F, KFC Hall)



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





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 20 and one on April 21) for exhibitors short presentation.

One slot of short (**5-minute long**) presentation will be assigned to each regular and venture exhibitor is provided. The assignment order is based on the application order.

The exhibitors applied for short presentation are requested to submit the title of the presentation and presentation data to MEF secretariat by April 8, 2022.

Please upload the presentation slides at the following URL:

<https://www.dropbox.com/request/A7HLgk3NO8S3Spld9WCu>

Benefit for ALL Exhibitors

Logo on conference website

- Company logo will be uploaded on the conference website.
- The banners are uploaded until January 31, 2023
- 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 digital conference handout

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

Ad data due date: April 8, 2022

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.

Please upload the advertisement data at the following URL:

<https://www.dropbox.com/request/pyycxPeWC8IOqVtLA0K2>



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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 8, 2022

Monitor specification (55-inch monitor)

Display size

W1,217mm x H685mm (16:9)



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Benefit for All Exhibitors

Logo on MEF exhibitors signboard at the conference venue

- Logo of MEF exhibitors 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 20 and 21. Up to 2 frames (max 2hours).
- The meeting room reservation is confirmed upon the request from exhibitors and sponsors based on first-come/first-serve.

Booth Interviews

During the MEF exhibition hours, networking WG members of the MEF Committee will organize interviews with exhibitors at their booths.

Highlights of the exhibition

Company introduction

Product introduction

The interviews will be conducted and filmed with a video camera.

The archived video will later be made available on the MEF website in the Exhibit Highlights - Interviews section.

If you wish to be interviewed at the booth, please notify the secretariat by April 8. Please also let us know the date and time of the desired interview (basically during the exhibition hours on April 20 and 21).



Onsite Schedule

Time Table

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

	7:30	8:00	8:30	8:40	9:10	10:00	11:00	12:00	13:00	13:30	14:30	15:30	16:00	17:00	18:00	18:30	19:00	20:00	20:30
19-Apr-22													Move-in and set-up by organizer 16:00-18:30		Move-in time for the exhibitors 18:30-20:30				
20-Apr-22	Registration setup	Registration starts at 8:20	MEF Presentation Session 9:10-11:50 Break 10:25-10:35		Lunch Time 11:50-12:40		Exhibitors Presentation Session 12:40-13:40		Core Exhibit Hour 13:40-14:40		MEF Presentation Session 14:40-16:05		Exhibitor Presentation Session 16:05-17:05		MEF Presentation Session 17:15-18:05				
		Move-in time for the exhibitors 8:30-10:30	Exhibit Hours 10:25-17:15																
21-Apr-22	Registration setup	Registration starts at 8:30	MEF Presentation Session 8:40-12:05 Break 9:50-10:00		Lunch Time 12:05-12:50		MEF Presentation Session 12:50-13:30		Exhibitors Presentation Session 13:30-14:30		Core Exhibit Hour 14:30-15:30		MEF Presentation Session 15:30-18:15						
			Exhibit Hours 9:30-15:30									Tear-down by exhibitors 15:30-17:00		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 18:30-20:00, April 19 and 8:30-10:25, April 20

All set up need to be completed at latest by 10:25 am, April 20.

Tear down time 15:30-17:00, April 21.

Power Supply

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

18:30-20:30, April 19

7:30-18:30, April 20

8:30-17:00, April 21

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

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



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 19, 2022. 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 2022 (4/20-21), 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 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.



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.



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Disclaimers

By registering as an Exhibitor, the Exhibitor indemnifies and agrees to hold harmless the KFC Hall and Semiconductor Portal, Inc. (MEF 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 Exhibitor's occupancy or use of the Exhibitor's facilities.

the KFC Hall and Semiconductor Portal, Inc. (MEF 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 8, 2022.
- 100% of total exhibit fee for cancellation on and after April 9, 2022.

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 Secretariat at Semiconductor Portal, Inc.

E-mail: mef_2022@semiconportal.com

Phone: +81-3-6807-3970

FAX: +81-3-6807-3960