



May 11-12, 2016
KFC Hall, Ryogoku, Tokyo, Japan
<http://www.m-e-f.info/>

Outline of MEMS Engineer Forum Exhibition

Version 2 (as of May 8, 2016)

Conference outline:

Conference Name: MEMS Engineer Forum (MEF) 2016
Period: Wednesday, May 11 and Thursday, May 12, 2016
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: 1,000 for 2-day program
Number of presentation: 27 presentation and panel discussion
Registration fee: Free (Invitation basis) for oral session and exhibition
5,000 yen for networking reception on May 11, 2016
Exhibitors and sponsors get invitation ticket
Conference Website: <http://www.m-e-f.info/>

MEF Exhibition:

Exhibition period: Wednesday, May 11 and Thursday, May 12, 2016
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	Yes	Yes
Free tickets	Invitation to MEF Reception (Value of 5,000 JP Yen)	1 person		
	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 (W1.8mxH2.1m)
The space for display is W1.5mxH1.1m
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)



Venture Exhibitors

1. Booth size (W1.8m x D0.45m x H2.1m)
2. Back side Panel (W1.8mxH2.1m)
3. The space for display is W1.5mxH1.1m
4. Table (W1.8m x D0.45m x H0.7m)
5. Chair 1
6. Company Name Board (in English and Japanese)



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.

Academia Exhibitors

1. Booth size (W1.8m x D0.45m x H2.1m)
2. Back side Panel (W1.8mxH2.1m)
3. The space for display is W1.5mxH1.1m
4. Table (W1.8m x D0.45m x H0.7m)
5. Chair 1
6. Company Name Board (in English and Japanese)



Academia exhibit:

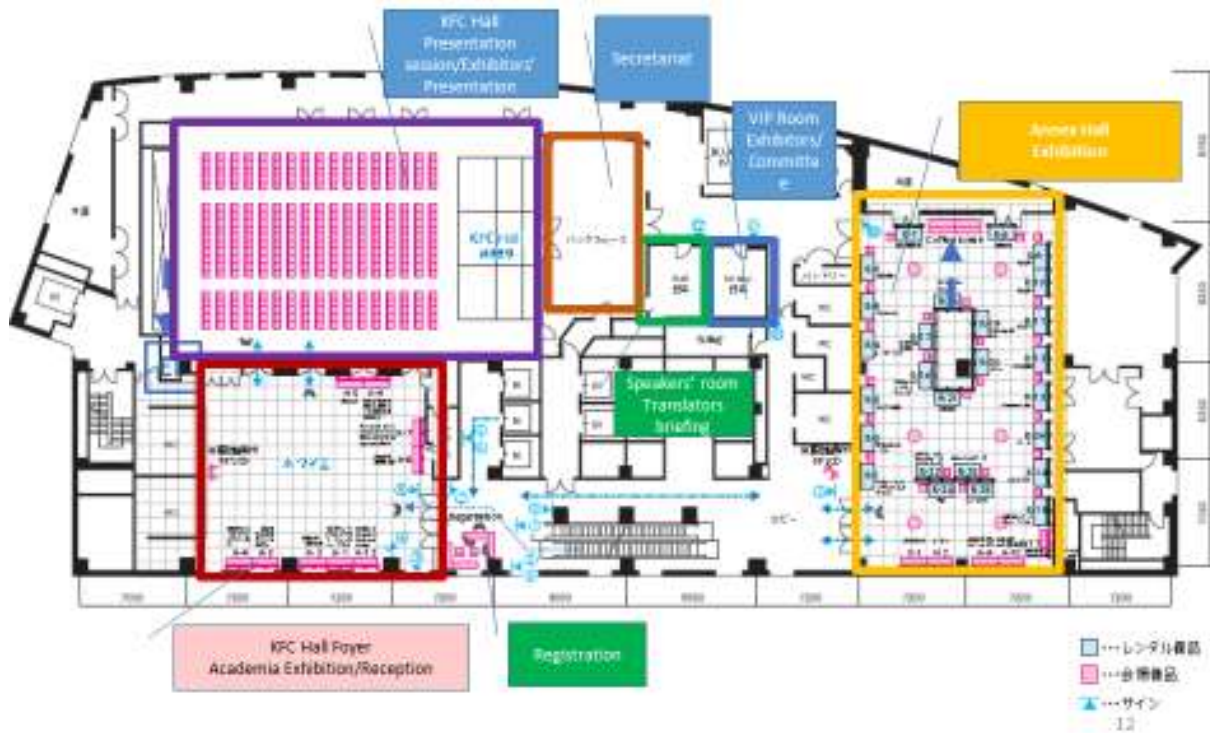
Academia exhibit booth is applied for education institutes, academia (high school, college, university) with the purpose of introduction of research progress. The joint exhibit with commercial affiliation is not applied for academia exhibit booth.



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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 and KFC Hall Foyer on the same floor of the presentation session.





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Regular Exhibitors

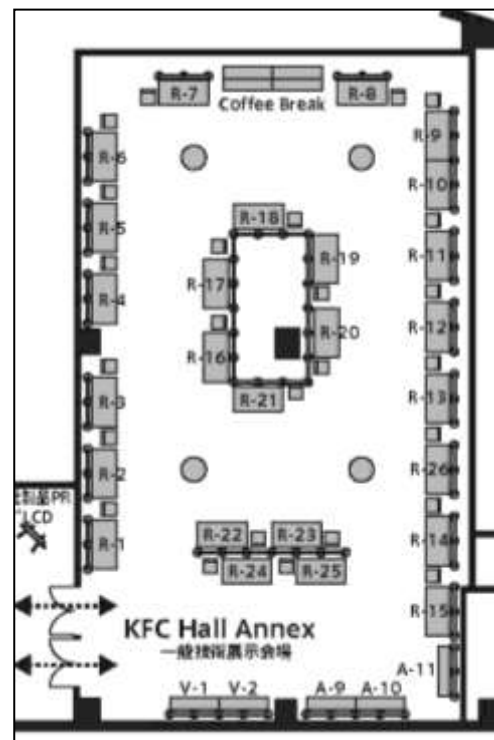
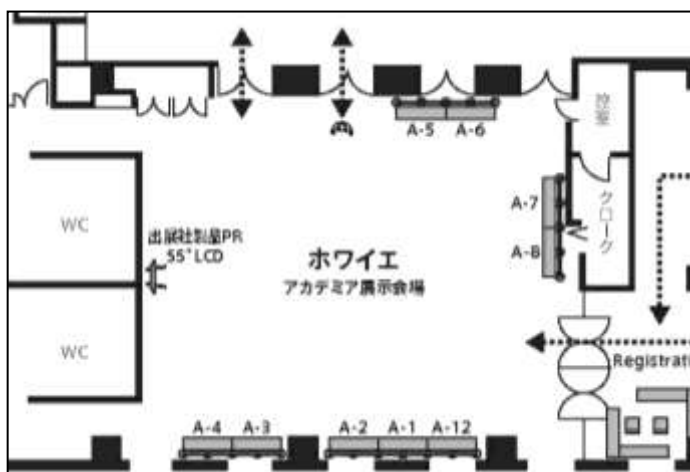
- R-01 Silicon Sensing Systems Japan Ltd.
- R-02 SHIBAURA MECHATRONICS CORPORATION
- R-03 ALPS Electric Co., Ltd.
- R-04 Lasertec Corporation
- R-05 CRESTEC COPORATION
- R-06 TOPPAN PRINTING CO., LTD.
- R-07 NGK SPARK PLUG CO., LTD.
- R-08 Yokogawa Electric Corporation
- R-09/10 ASAHI KASEI CORPORATION
- R-11 Omron Corporation
- R-12 USHIO INC.
- R-13 Coventor, Inc.
- R-14 MEMS CORE Co., Ltd.
- R-15 MEMS Park Consortium
- R-16 Asahi Techno Solutions, Inc.
- R-17 YAMAMOTO-MS CO.,LTD.
- R-18 ADVANCED TECHNOLOGIES CO.,LTD.
- R-19 Plan Optik AG
- R-20 DENSO CORPORATION
- R-21 NAGASE & CO., LTD.
- R-22 SK Global Advisers Co., Ltd.
- R-23 SPP Technologies Co., Ltd.
- R-24 KOKEN LTD
- R-25 TDC CORP.
- R-26 ROHM Co., Ltd.

Academia

- A-01 4-University Nano/Micro Fabrication Consortium
- A-02 The University of Tokyo Miyake Lab
- A-03 Japan Society of Next Generation Sensor Technology (JASST)
- A-04 IEEJ Sensors and Micromachines
- A-05 CEA Leti
- A-06 Technology Research Association for Inertia Sensors and their Applications
- A-07 Fraunhofer Institute for Electronic Nano Systems ENAS
- A-08 Kuwano Lab., Tohoku University
- A-09 Hands-on-access fab., Tohoku University
- A-10 Tanaka Lab., Tohoku University
- A-11 Micro System Integration Center (μ SIC), Tohoku University
- A-12 MEMS & Sensors Industry Group

Start-up

- V-1 SHUTECH Co., Ltd.
- V-2 Oga Inc.





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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 May 11 and one on May 12) 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.

会社名	Company	プレゼンテーション時間	プレゼン順
Plan Optik AG	Plan Optik AG	5/11 13:30-14:25	I-01
興研株式会社	KOKEN LTD	5/11 13:30-14:25	I-02
SPPテクノロジーズ株式会社	SPP Technologies Co., Ltd.	5/11 13:30-14:25	I-03
株式会社ティ・デイ・シー	TDC CORP.	5/11 13:30-14:25	I-04
株式会社SHUTECH	SHUTECH Co., Ltd.	5/11 13:30-14:25	I-05
Coventor, Inc.	Coventor, Inc.	5/11 13:30-14:25	I-06
株式会社 アドバンスドテクノロジー	ADVANCED TECHNOLOGIES CO.,LTD.	5/11 13:30-14:25	I-07
株式会社オーギャ	Oga Inc.	5/11 15:50-16:30	II-01
日本特殊陶業株式会社	NGK SPARK PLUG CO., LTD.	5/11 15:50-16:30	II-02
特定非営利活動法人慣性センサ応用技術研究協会	Technology Research Association for Inertia Sensors and their Applications	5/11 15:50-16:30	II-03
凸版印刷株式会社	TOPPAN PRINTING CO., LTD.	5/11 15:50-16:30	II-04
Fraunhofer Institute for Electronic Nano Systems ENAS	Fraunhofer Institute for Electronic Nano Systems ENAS	5/11 15:50-16:30	II-05
株式会社クレストック	CRESTEC COPORATION	5/12 13:25-14:15	III-01
レーザーテック株式会社	Lasertec Corporation	5/12 13:25-14:15	III-02
旭化成	ASAHI KASEI CORPORATION	5/12 13:25-14:15	III-03/04
芝浦メカトロニクス株式会社	SHIBAURA MECHATRONICS CORPORATION	5/12 13:25-14:15	III-05
アルプス電気(株)	ALPS Electric Co., Ltd.	5/12 13:25-14:15	III-06
株式会社シリコンセンシングシステムズジャパン	Silicon Sensing Systems Japan Ltd.	5/12 13:25-14:15	III-07



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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, 2016
- Specification of banner: gif format 40-60 height pixel x 140 wide pixel
- The order of banner is rotated occasionally.



Banner Ad



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Exhibitors Benefit

Benefit for ALL 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.



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

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

Size : Trim Size 210mm x297mm

Type Area 186mm x270mm

Bleed Size 216mm x303mm

All measurements refer to width x depth

Trim area is for information only and represents the physical size of the finished product after bleed has been removed during printing. Adverts that 'bleed' off the page will be trimmed to this size. Ads should only ever be delivered to bleed or type size, never to trim.

Type area is the area within the trim area where the type should be contained. This ensures all vital information is visible to the reader.

Bleed is an area 3mm larger than the trim size on all four sides and is required when adverts have pictures or colors going right to the edge of the page. So, for full color adverts, please supply to the exact dimensions of bleed size. Please note that MEF conference handout is black and white, not full color. If you don't want to have bleed on your ad it should be supplied to the exact type area size.



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Media Guideline:

We wish to reproduce your images to the highest possible standard. When supplying scans or digital photography, we recommend that images are captured with a minimum resolution of 300dpi. These should be sent to us in jpeg or TIFF format. We cannot be held responsible for the quality of pictures that are supplied digitally.

Most computer monitors only have an effective resolution of around 72dpi. A satisfactory display on screen does not mean satisfactory magazine reproduction as more than three times this resolution is needed when lithographic printing is used.

We usually receive artwork by email if the file size doesn't exceed 8MB. When files are too large to send via e-mail, we can download your artwork directly from a link.

File types:

Print ready PDFs should be made in CMYK (cyan, magenta, yellow and black) using PDFx1a profile. The PDFx1a profile can be found when exporting to PDF or when distilling a Postscript file using Acrobat Distiller. The PDFx1a profile contains a series of well defined subsets that protects the integrity of the fonts and colors contained therein.

- * Fonts will be properly embedded into the file
 - * All color data must be greyscale, CMYK or named spot colors.
- The file cannot contain RGB, LAB data.
- * Encryption cannot be used.

EPS files from Illustrator are acceptable CS2-CS5 (Creative Suite 5), with text save to outlines/paths

or supply all fonts and hi-resolution Photoshop files (300dpi) usually saved in JPG, TIFF, PSD or EPS formats.

While our production department will do everything they can to ensure that your advertising is processed as error-free as possible, we cannot take responsibility for the color reproduction of any PDFs containing RGB pictures and logos.



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Onsite Schedule

Time Table

	6:00	7:00	7:30	8:00	9:00	9:30	10:00	10:30	11:00	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:05	16:30	17:00	17:30	18:00	18:30	19:00	20:00	21:00
May 10, 2016																		Setup by organizer 16:00-19:00			Setup by exhibitors 19:00-21:00					
May 11, 2016			Setup by exhibitors 8:00-9:00	Registration open Exhibits open 9:00-	MEF Presentation Session 9:30-12:40 Break 10:50-11:00			Exhibition Core Time/Lunch Break 12:40-13:30		Exhibitors Presentation Session 13:30-14:25		MEF Presentation Session 14:25-18:10 Break 15:40-15:50				Exhibits		Reception 18:30-20:00								
May 12, 2016			Registration open Exhibits open 9:00-	MEF Presentation Session 9:30-12:35 Break 11:10-11:20			Exhibition Core Time/Lunch Break 12:35-13:25		Exhibitors Presentation Session 13:25-14:15		MEF Presentation Session 14:15-18:40 Break 15:55-16:05				Exhibits 9:30-16:05 (9:00-16:05)		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 19:00-21:00, May 10

All set up need to be completed at latest by 9:30 am, May 11.

Tear down time 16:00-17:00, May 12

Power Supply

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

19:00-21:00, May 10

7:30-20:00, May 11

9:00-17:00, May 12

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 May 10, 2016. 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 2016 (5/11-5/12), 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(es) 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 2016 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 2016 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 2016 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 28, 2016.
- 100% of total exhibit fee for cancellation on and after April 29, 2016

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 2016 Secretariat at Semiconductor Portal, Inc.

E-mail: mef_2016@semiconportal.com

Phone: +81-3-5733-4971

FAX: +81-3-5733-4973