



**INTERNATIONAL
TECHNICAL EXHIBITION
ON IMAGE TECHNOLOGY
AND EQUIPMENT(ITE)
2024**

Guidelines for Exhibitors

Sponsored by
Advanced Communication Media Co., Ltd.

Guidelines for Exhibitors

1. OUTLINE

Name of Exhibition	INTERNATIONAL TECHNICAL EXHIBITION ON IMAGE TECHNOLOGY AND EQUIPMENT 2024 (ITE2024)
Period	December 4 (Wed.) through 6 (Fri.), 10:00a.m.-5:00p.m.
Venue	PACIFICO YOKOHAMA Hall D
Sponsored by	Advanced Communication Media CO., Ltd.
Supported	Imaging Association Japan (IAJ) Japan Industrial Imaging Association (JIIA)

2. Exhibit Booth Specifications

● Table Top Booth & Table Top Booth with Designated Light Sources and Lighting Zone

The size of 1 space of “Table-top Booth” and “Light Sources and Lighting Zone” is as follows. You will find the company nameplate with drawing pins on the table, please hung it inside the booth yourself.

*Table Top Booth corner booths do not have side panels on the aisle side.

If you wish to install one, please be sure to indicate so on the “Application Form for Electrical Works”.

*Aisle side panels cannot be removed on the corner booth of Table Top Booth with Designated Light Sources and Lighting Zone.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead. Panel thickness is 35 mm – 38 mm. Maximum load 20 kg.

*The load capacity of the exhibition stand (W1800×D900×H740) is 50kg.

*There is a space under the table which can be used for storage.

*We also offer wall decoration, video equipment rental, and installation services(paid options).

Table Top Booth

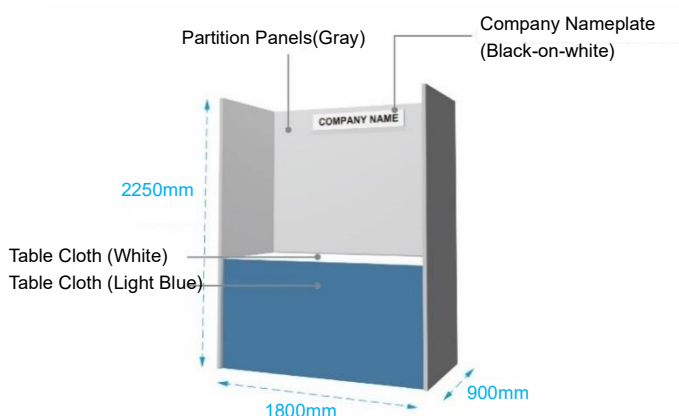
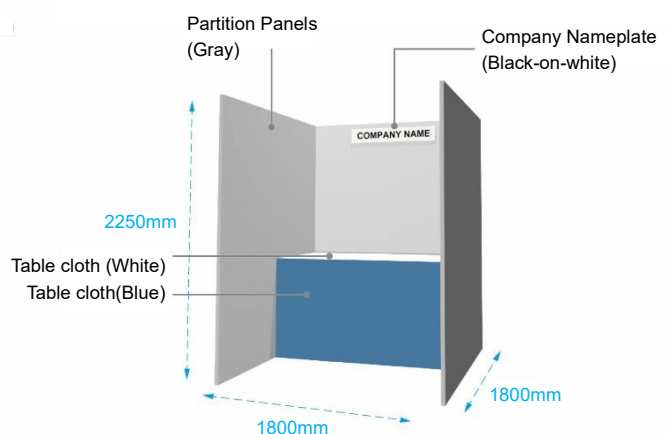


Table Top Booth with Designated Light Sources and Lighting Zone



Guidelines for Exhibitors

● Table Top Booth with Catalog Stand ※1 Limited booth

You will find the company nameplate with drawing pins on the table, please hung it inside the booth yourself.

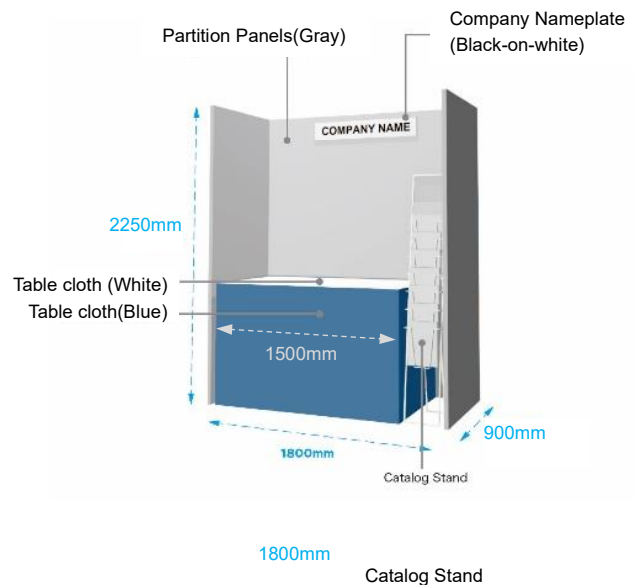
*There are no side panels on the aisle side of corner booths. If you wish to install one, please be sure to indicate so on the “Application Form for Electrical Works”.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead.
Panel thickness is 35 mm – 38 mm.
Maximum load 20 kg.

*The load capacity of the exhibition stand (W1500×D900×H740) is 50kg.

*There is a space under the table which can be used for storage.

*We also offer wall decoration, video equipment rental, and installation services(paid options).



● Trial booth ※Limited to one booth for each new exhibitor at the ITE

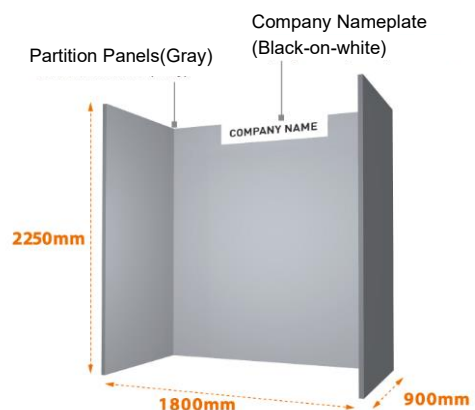
You will find the company nameplate, please hung it inside the booth yourself.

*There are no side panels on the aisle side of corner booths. If you wish to install one, please be sure to indicate so on the “Application Form for Electrical Works”.

*The side panels and back panels are hollow, so no nails or screws can be used. Please use pushpins or adhesive tape instead. Panel thickness is 35 mm – 38 mm. Maximum load 20 kg.

*The exhibition stand, chair, etc. can be optionally rented (paid options).

*We also offer wall decoration, video equipment rental, and installation services(paid options).



Guidelines for Exhibitors

● Package Booth

*Stockroom, accordion curtain, punch carpet, company nameplate and partition panels are included in "Package Booth". If Stockroom, accordion curtain are not necessary, please write the request on a layout plan of "Application Form for Electrical Works", and submit to Advance Planning Co., Ltd..

*Nails, Screws, pins, drawing-pins are forbidden to be used on the shell scheme. If you damage the shell scheme, you are billed at cost. <1 panel of the shell scheme costs JPY 11,000 (with tax).>

*Hanging wallpaper on the panel is also forbidden. It is possible to hang it on wood panel.

*If you put up posters or exhibition panels, please use double sided tape, Velcro, hanging chains for heavy items. Maximum load of 1 panel is 10 kg.

*We also offer wall decoration, video equipment rental, and installation services(paid options).

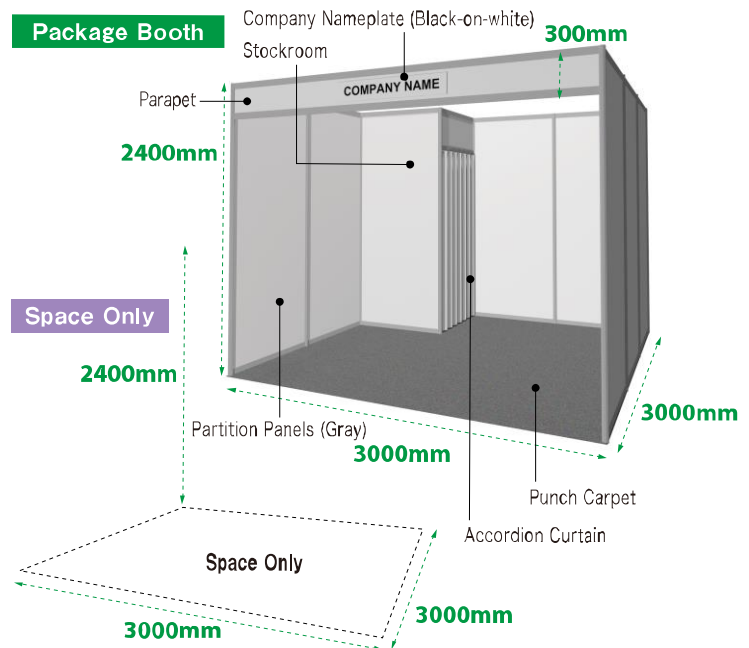
● Space Only

The size of 1 space is width 3000 mm, depth 3000 mm. Please note that the height of the all booth is 2400 mm.

«Cautions»

*If you wish to use lighting equipments, like a spotlight, please submit the Application Form for Electrical Works to the exhibition. It is not accepted to order any additional spotlights on the moving-in day.

*The height of exhibited products may be up to 3300mm (2400mm for decoration) for Package Booth, and Space Only. Please consult with the secretariat in advance after submitting an outline and drawings of the products to be exhibited. If the height of the exhibitor's products may become more than 2400mm. The secretariat reserves the right to refuse an exhibit if it is determined that the exhibit will have an impact on the exhibition.



«Prohibited Actions»

1. Display outside the booth.
2. Using multiple tap and extension cords
3. Demonstrations using a loud speaker.
4. Other actions which may disturb other exhibitors.

Guidelines for Exhibitors

● Video Exhibition Booth

Display tools (system panel, display stand, 32-inch monitor, company nameplate, and business card holder) are included.

*Up to 3 kinds of catalogs, etc. can be placed flat on the exhibition stand. (Remaining catalogs, etc. will not be sent back.)

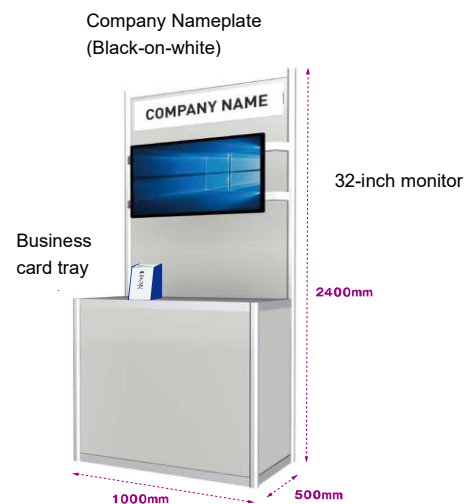
*Products and equipment cannot be exhibited.

*Explanation staff is not allowed to be resident.

PR images to submit

This video will be shown repeatedly during the exhibition.

As well as the PR videos uploaded by exhibitors, the videos will also be posted on the exhibition website for continuous PR activities not only during the exhibition period but also after the exhibition.



[Submission form]

Video specifications : MP4 file (voice recordable), Aspect ratio: 16 : 9, Resolution: 1920×1080

*Prepare the video within the duration of up to 5 minutes. (Recommended duration is 2 to 3 minutes suitable for focused viewing.)

*You are requested to submit a video file to the secretariat in advance.

[Data submission deadline] **Nov. 28(Thu)** (Japan time)

Advanced Communication Media Co., Ltd. E-mail: exhibit@adcom-media.co.jp

● Catalog Exhibition

Up to three catalogs can be displayed.

*Up to 3 kinds of catalogs, etc. introducing your company, products and services are allowed to be presented in the visitors' gathering areas so that they can freely take them.

*Remaining catalogs, etc. will not be sent back.

*Catalogs with thickness of 20 mm or more are not acceptable.

*No attendant is allowed to be stationed.

[Data submission deadline]

Must arrive by **Dec. 3(Tue)** (Japan time)

ITE 2024

c/o Pacifico Yokohama Exhibition Hall D room number D11

1-1-1 Minatomirai, Nishi-ku, Yokohama, Kanagawa, 220-0012, JAPAN

3. Backyard Stock Room (Paid Optional Service)

Backyard Stock room will be installed near the backyard of the exhibition site.

Approx. 2000(W)×1000(D)×2100(H)mm *Opening dimensions: 900(W)×1900(H)mm

This type of room included an outward opening door (keyed) and a company nameplate.

You can use it **from Dec.3 (Tue.), 9:00 to Dec. 6 (Fri.), 17:00.**

4. Internet connection

If you have applied for the line in advance, you can use it **from Dec.3 (Tue.) to Dec. 6 (Fri.).**

5. Electricity / Power

There is no free electrical supply for the demonstration of the exhibits. Exhibitors are requested to submit "Application Form for Electrical Works" to Advance Planning Co., Ltd..

Where to Apply: **Advance Planning Co., Ltd.**

E-mail: gazou@adv-ex.jp Tel: +81-3-3669-2795 Fax: +81-3-3669-2668

【Application deadline: Nov. 1(Fri.) (Japan time)】

Accounts will be settled after the close of exhibition.

<Charges for electrical Installations>(with tax)

●Charges for the electrical works

kW applied x JPY 16,500. (To be charged on 0.1kW basis. Below 1kW will be rounded up to 1kW.)

●Charges for outlet/socket

100V (Without grounding / up to 1.5kW, two outlets) JPY 3,850.

100V (With grounding / up to 1.5kW, two outlets) JPY 4,400.

200V (both single phase and 3-phase) JPY 7,700.

●Charges for a spotlight

Incandescent-lamp color: JPY 3,300 / Daylight color: JPY 5,720

* 1 piece including socket and installation fee

* Please check the box of the color you order on "Application Form for Electrical Works".

If you do not write it, Incandescent-lamp color spotlight will be installed.

●Power consumption

kW applied x JPY 2,200 (To be charged on 0.1kW basis.)

6. Rental equipment

If exhibitors need rental equipments like catalog stand, exhibition stand, please submit "Application Form for Rental Equipment" to Advance Planning Co., Ltd..

Where to Apply: **Advance Planning Co., Ltd. 【Application deadline: Nov. 1(Fri.) (Japan time)】**

E-mail: gazou@adv-ex.jp Tel: +81-3-3669-2795 Fax: +81-3-3669-2668

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7. Wall Decoration , Video Equipment Rental

If you require the wall decoration or video equipment rental and its installation, please submit “Wall Decoration Application Form” and “Video Equipment Application Form” to Advance Planning Co., Ltd..

Where to Apply: **Advance Planning Co., Ltd.** **[Application deadline: Nov. 1 (Japan time)]**

E-mail: gazou@adv-ex.jp Tel: +81-3-3669-2795 Fax: +81-3-3669-2668

8. Moving-in/out Exhibits

Please follow the procedures below for carrying in and out exhibits at the venue.

Construction and decoration of the venue will be carried out on Monday, Dec. 2, so exhibitors will not be able to carry in their exhibits.

Moving-in : **Dec. 3 (Tue.), 9:00 am to 7:00 pm**

Moving-out : **Dec. 6 (Fri.), 5:30 pm to 8:00 pm**

* Everyone can enter the hall on **Dec. 3 from 9:00am without the Exhibitor Badge.**

* To avoid disturbing others, try to unpack the exhibits near your own booth. The items left on the passages might be treated as waste. There are no storage spaces for the empty boxes, and exhibitors are requested to take back the empty boxes after unpacking.

●Event Transport

When you send the exhibits, please consign in the following manner:

Exhibitor’s Company Name

Booth No.

ITE 2024

c/o Pacifico Yokohama Exhibition Hall D

1-1-1 Minatomirai, Nishi-ku, Yokohama, Kanagawa, 220-0012, JAPAN

Please note that all exhibits should arrive on the moving-in date, **Dec. 3 (Tue.)**.

9. Exhibition Hall and Exhibits Control

The secretariat shall be obliged to ensure the security for inside and outside of the hall, however, the exhibitors are requested to take sufficient measures of their own prevention against any accidents or troubles. The secretariat shall not be liable for the damage caused by burglary, loss, fire and so on. If an accident occur, the exhibitor shall be responsible for the restitution. The exhibitors are recommended to obtain the correct and proper insurance covered against all risks arising from any losses.

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10. How to get the exhibitor badges

We will give an exhibitor badge to each exhibition staff (attendant) of your company who enters to the exhibition site in exchange for business cards.

[From 8:00 to 10:00 a.m.] on Dec. 4 (Wed) to 6 (Fri), a counter for exhibitors will be installed near the entrance of the hall. Please bring your “two business cards” to the counter.

*If you arrive at the exhibition hall after 10:00 a.m., we will give you an exhibition badge at the Exhibition Secretariat office.

11. Visitor classification (color-coded visitor ID cards)

Red color – Users Green color – Manufacturers Yellow color – Dealers
Dark blue color – Public offices, organizations, schools, others

12. Visitor Registration

This exhibition is free admission but registration is required. By registering as a visitor, we will send you an invitation e-mail with a QR code.

<https://www.tenjikai-uketsuke.com/ecscripts/reqapp.dll>

13. Booth visitor reception system

* Only Japanese systems are supported.

We offer an optional service with which information of booth visitors can be collected and administered by reading QR codes on visitor cards. This service improves efficiency in complicated processes of information aggregation and list creation during and after the exhibition period and facilitates your follow-up sales activities. By using this service, you can obtain visitors' information with minimum contact so as not to miss your potential customers.

- A barcode reader is not necessary. The system can be used with a smartphone.
- Visit history can be administered.
(Information of visitors to your booth can be downloaded as a CSV file.)
Check-in time and date can be saved, which is useful when checking later.
- Customer information can be obtained by reading QR codes that visitors have.

[How to apply]

If you need to apply, please apply using attached application form by **Nov. 13 (Wed.)**.

14. Exhibitors reception

We will held a welcome party for all the exhibitors on **Dec. 4 (Wed.) at 17:30-19:00** on the first day of the exhibition. Participation is free. We hope all the exhibitors will be able to use this opportunity for exchanging information between exhibitors.

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15. Registration of “Business Content” and “Exhibitor Highlights”

You can post “Exhibitor Highlights” and “Business Details” in the exhibitors list.

*If you register Japanese, it will be posted on the Japanese website.

If you register English, it will be posted on the English website.

If you register in English only, it will be posted on the Japanese and English websites both.

You can revise your registered information as many times as you like until the deadline.

The highlight information will be read by many visitors before the Exhibition to collect information in advance, and also enables you to draw attention of people who cannot visit the Exhibition to your business and exhibits during and after the Exhibition. We would appreciate your registration.

Please upload your information from the “Business Content” and “Exhibition Highlights” page.

<https://www.adcom-media.co.jp/ite/exhibit/e-reg/>

* Password: **2uN2Bivn** * Deadline: **Nov. 28 (Thu.), 17:00**

16. Uploading exhibition booth PR video

We will be able to post your exhibition booth PR video on the exhibition website.

【Video contents】

- Please take 2-3 minutes video during the exhibition period at your booth.
- You are free to compose and or edit the video but the video has to be taken at your booth in exhibition hall.
 - If the content of video is matched with the content of “Exhibition Highlights” registered in advance, it will be easier for the viewers to imagine the contents of the exhibition.
 - Only one video will be allowed per exhibitor.
 - The file size of video should be “100MB or less”.
 - Video file format with “mp4” is preferable.
 - Please use the “Exhibitor Name” as the file name of the uploaded video.
 - Please note that we will not be notified of the completion of the video posting.

Since posted video would make your business PR continuously even after the exhibition period, please provide us your video.

* Registration start : **Dec. 4 (Wed)**

(Provided video will be posted sequentially as soon as the data is uploaded.)

<https://www.adcom-media.co.jp/ite/exhibit/e-reg/>

* Password: **2uN2Bivn** * Deadline: **Jan. 10 (Fri) 2025**

Guidelines for Exhibitors

17. Business Center

Many useful services are available at the Business center on the second floor of the exhibition hall and also on the first floor of Conference Center (Charged).

Please refer to the services below.

URL: <https://www.pacifico.co.jp/english/service>

[Exhibition Hall 2F]

Copies, Printouts, Scanning, Self Computer, Binding Service, Lamination, Oversize Copies, Panel, Business Cards, DHL EXPRESS EASY

[Conference Center (Self-service corner)]

Copies, Printouts, Scanning, FAX(Sending)

*Please check the latest status on the WEB

18. Contact

Advanced Communication Media Co., Ltd.

2-21-27 Hyakunin-cho, Shinjuku-ku, Tokyo 169-0073 JAPAN

Tel: +81-3-3367-0571 Fax: +81-3-3368-1519

E-mail: exhibit@adcom-media.co.jp