

## Exhibit Guidelines

### ◆Booth

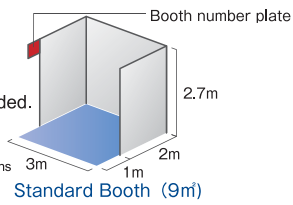
#### 1) Equipment

As shown on the right, back and side panels and booth number plate are going to be provided.

\*Carpet is not going to be provided

\*Panels are not going to be provided for island booths.

\*Panels are not going to be provided on aisle-sides for corner booths

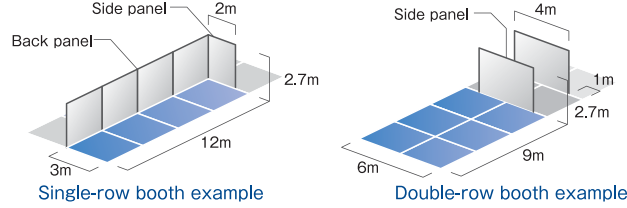


#### 2) Layout Type

3 types are available:

●Single-row ●Double-row (Available for 4 booths or more)

●Island (Available for 12 booths or more) \*1-3 booths are going to be planned as a single-row booth.



#### 3) Allotment

The organizer decides booth allocation taking exhibits, booth size, demonstration plans, dates of application, etc. into the consideration.

### ◆Application

#### 1) Please complete the application form and send it to RISCON TOKYO Management Office.

By mail : Within ATEX Co., Ltd. 4F, Daido Seimei Kasumigaseki Bldg.  
1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan  
By Email: ofc@kikikanri.biz

#### 2) Deadline

**May 31st, Fri., 2019**

Application is going to be closed prior to the deadline once all booth spaces are booked.

#### 3) Withholding & Revocation

In case the organizer judges the exhibit is unsuitable for this exhibition, it may withhold or revoke the application.

### ◆Fee

If consumption tax rate is changed because of law amendment in Japan, the rate is going to be based on the last day of exhibition (on Oct 4th)

So, please note that the tax is going to be charged separately no matter when you paid.

#### 1) Exhibit Space Fee

**Standard Booth : JPY 360,000 (+tax per booth)**

\*1 unit booth = 9m<sup>2</sup> (WDH : 3m×3m×2.7m)

#### 2) Corner Booth Reservation

A corner booth can be reserved with additional fee.

**JPY 150,000 (+tax per booth)**

\*Fee is the same regardless of the number of booths applied.

\*A corner booth is provided for four or more booth space in principle without this reservation fee.

\*Without corner booth reservation, location is going to be allotted based on the booth size and date of application.

#### 3) Included in Exhibit Space Fee

- ①Exhibit space, back panels, side panels, and booth number plate
- ②Invitation ticket \*Quantity is determined by booth size.
- ③Operation and promotion of the exhibition by the organizer
- ④Exposure through exhibitors list on official website and handouts
- ⑤Safety management and security guard fees by the organizer

#### 4) NOT Included in Exhibit Space Fee

- ①Decoration, construction, and operation fee of each booths
- ②Construction fee and any other charge of electricity, water, gas, etc. for each booth
- ③Fee of advertisement on official website
- ④Damage insurance on exhibits, etc.
- ⑤Expense for injuries arising during exhibition, demonstration or transporting of exhibits, etc.
- ⑥Expense for renovating booth decoration, structure, etc. required by regulations and exhibition rules.
- ⑦Other expense not listed on "3) Included in Exhibit Space Fee"

#### 5) Payment

After acceptance of application, the organizer will issue an invoice to the applicant.

**Payment Deadline : June 28th, Fri., 2019**

\*Cash remittance in Japanese Yen only

\*Bank charge is to be paid by the applicant along with exhibit space fee.

(Chargeable JPY 10,000 for each bank remittance.)

■Bank Name: Mizuho Bank ■Branch Name: Tokyo Main Office  
■A/C Type: Ordinary Account ■A/C No. : 4050684  
■A/C Name: Tokyo Big Sight Inc. Security & Safety Trade Expo  
■Swift Code: MHCBJPJ

#### 6) Cancellation

Once an application is accepted, withdrawal is not allowed in principle. If the organizer deems it legitimate, the application is going to be withdrawn with cancellation fee as below.

| Date of Cancellation<br>(Acceptance of Written Notice) | Cancellation Fee                                     |
|--|--|
| On / Before <b>June 28th, Fri., 2019</b>               | <b>50%</b> of Total Exhibit Space Fee included tax.  |
| On / After <b>June 29th, Sat., 2019</b>                | <b>100%</b> of Total Exhibit Space Fee included tax. |

## Promotional Tools

### ◆Room Presentation

- Possible to invite visitors interested in your products and technology and explain details in a closed private room. Suitable for sales agents workshops too.
- Improve promotional effect by inviting the audience to your booth after the presentation.

|                |  |
|----------------|--|
| Fee            | : JPY 150,000 (+tax per presentation) / 60mins                           |
| Place          | : Special room within RISCON TOKYO                                       |
| Capacity Plan  | : 80 seats (expected)  |
| Equipment Plan | : Screen, projector, lectern, microphone, chairs for audience (expected) |

### ◆Stage Presentaion

- Best for products premieres and presentation of crisis management and solutions widely.
- Attract visitors' attention from the special stage open for all visitors.

|                |  |
|----------------|--|
| Fee            | : JPY 150,000 (+tax per presentation) / 45mins                           |
| Place          | : Special Stage within RISCON TOKYO                                      |
| Capacity Plan  | : 150 seats (expected)   |
| Equipment Plan | : Screen, projector, lectern, microphone, chairs for audience (expected) |

### ◆Advertisement (Web banner, Floor Map, e-Newsletter)

Various advertisement options are available for your best promotion.

#### ① Banner on Official Website

|         |   |
|---------|---|
| Fee     | : JPY 150,000 (+tax)  |
| Outline | : Guaranteed Linking Period:<br>Jul.2019 - Jan.2020 (For 7 months)<br>*The banner is going to be shown after payment.<br>Official website recorded 400,000 PV last year (Jul. 2018 - Jan. 2019) |

#### ② Floor Map

|         |   |
|---------|---|
| Fee     | : JPY 150,000 (+tax)  |
| Outline | : Distributed to ALL visitors for free.<br>25,000 copies (expected) |

#### ③ Combo (Banner ① & Floor Map ②)

|         |  |
|---------|--|
| Fee     | : JPY 250,000 (+tax)   |
| Outline | : Terms of use and posting method are the same as Banner① and Floor Map② |

#### ④ e-Newsletter

|         |   |
|---------|---|
| Fee     | : JPY 150,000 (+tax)  |
| Outline | : Within 200 letters or 35 words & 1 URL/Once use only/<br>Schedule is determined by the Management Office (Aug - Sep. 2019)<br>Accounts: Approx. 40,000 (expected) |

※If consumption tax rate is changed because of law amendment in Japan, the rate is going to be based on the last day of exhibition (on Oct 4th)  
But the tax rate of e-NEWSletter service only is going to be based on term's one from August to September in 2019 So, please note that the tax is going to be charged separately no matter when you paid.

## Schedule

February 2019 Application Starts

May 31 Application Deadline

June 28 Payment Deadline of Exhibit Space Fee

Middle of July Floor Plan Fixed Exhibitor Manual Available

October 2-4 RISCON TOKYO 2019 Opens

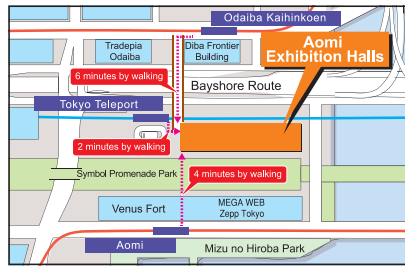
## Venue

Aomi Exhibition Halls  
TOKYO BIG SIGHT  
(Tokyo International Exhibition Center)

Address : 1-2-33

Aomi, Koto-ku, Tokyo

135-0064



## Contact

**RISCON TOKYO Management Office**

Within ATEX Co., Ltd. 4F, Daido Seimei Kasumigaseki Bldg.  
1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan

E-mail: ofc@kikikanri.biz

Tel: +81-3-3503-7641 Fax: +81-3-3503-7620

[www.kikikanri.biz/english](http://www.kikikanri.biz/english)

## Guide to Exhibit

# Security & Safety Trade Expo 2019

Risk Control in Tokyo

**RISCON**  
TOKYO

**2019.10.2 WED ▶ 4 FRI**

**Aomi Exhibition Halls (Tokyo Big Sight)**

[www.kikikanri.biz/english](http://www.kikikanri.biz/english)

Organizer : Tokyo Big Sight Inc.

Special Sponsor : Tokyo Metropolitan Government

Sponsors

: Cabinet Office (Director General for Disaster Management) / National Police Agency / Reconstruction Agency / Fire and Disaster Management Agency / Ministry of Education, Culture, Sports, Science and Technology / Ministry of Health, Labour and Welfare / Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Japan Meteorological Agency / Japan Coast Guard / Ministry of Defense / National Governor's Association / Japan Association of City Mayors / National Association of Towns and Villages / Fire Chiefs' Association of Japan / U.S. Commercial Service / Information-Technology Promotion Agency, Japan / Japan External Trade Organization(JETRO) (Expected)

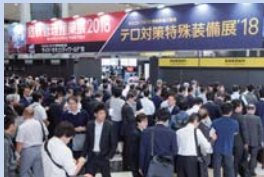
Show Management : ATEX Co., Ltd.



## What is RISCON TOKYO ?

### 1 RISCON TOKYO is the one of nation`s largest business trade show focus on especially risk management

RISCON TOKYO is one of the largest comprehensive risk management tradeshow in Japan, which markets advanced products and services that cover potential operational risks focusing on, Disaster Risk Reduction, Security, and Business Risk Management. RISCON TOKYO is highly recognized as an innovator in risk management tradeshow serving as a marketplace that interacts with their executives and administrators. This is not limited to national and local governments, key infrastructure, commercial facilities, schools, hospitals, and manufacturers. It provides an ideal business opportunity for exhibitors to enter or expand sales channels in the risk management market.

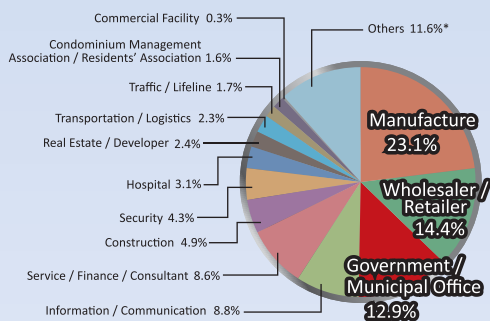


The total number of visitors in 2018  
**19,351** (Including Special Affiliated event for 3 days)

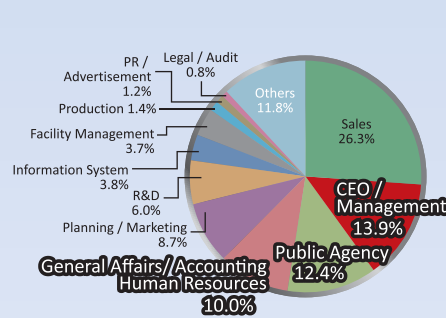
●Show Scale : 300 Exhibitors, 450 Booths (Expected) (in 2018 : 270 Exhibitors, 372 Booths)

### 2 Report of RISCON TOKYO 2018

Breakdown of visitors' industries



Breakdown of visitors' job



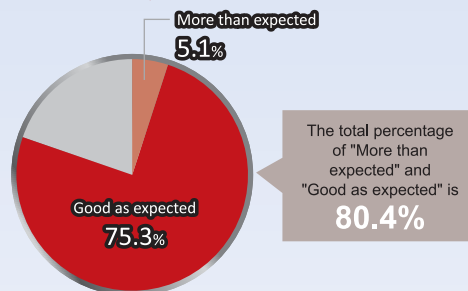
#### Opinions of visitors

- About the latest information related to natural disaster for disaster prevention measure
- The way how to get out from elevator when being locked and refuge for foreigner at the time of disaster
- Ai system for detecting stranger
- About the BCP evaluation tool for PDCA

#### Opinions of Exhibitors

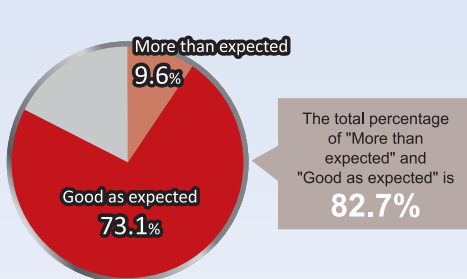
- Need to increase the number of exhibition booths more than last time because lots of visitors came
- Was able to promote not only big companies but also small and medium - sized companies and our specific targets
- Was able to find a new business channel and effective platform to dig out new customers

As a place to enter a business



The total percentage of "More than expected" and "Good as expected" is **80.4%**

As a place to introduce new products & technologies



The total percentage of "More than expected" and "Good as expected" is **82.7%**



## Visitor Promotions

#### ◆e-Newsletter

- Release updated information about RISCON' s exhibitors and seminars to the past and potential visitors.

#### ◆Official Website

- Enhancement of Exhibitor Search  
Keyword search system will be enhanced for visitors to find what they look for faster and more accurately. (Premiere / New Release / Purchasing at site available / Demonstration etc.)
- Appointment System  
Usability will be enhanced by linking exhibitor search page and search result page to appoint system.



#### ◆Mass Media

- Provide attractive information to TV, radio stations, newspapers and magazines, etc.
- Articles on industry news and organization' s magazines by the sponsoring organizations
- Advertisement on industry news, magazines, etc. read by officers at the relevant ministries
- Press release sent to the press
- Social promotion via twitter

#### ◆Invitation Ticket

- More than 350,000 tickets are going to be distributed through RISCON' s wide network.
- Through sponsoring ministries and supporting organizations
- To administrative executives of administrative crisis management
- To company executives & crisis managers from departments of general affairs, emergency management, security, facility management, etc.

#### ◆Overseas Visitors

At RISCON, Visitors could meet and approach both Japanese and overseas buyers. Missions of risk management professionals from outside of Japan is being planend.

#### Exhibit Category

##### Disaster Risk Reduction Zone

|  |   |   |  |   |
|--|---|---|--|---|
| Earthquake Measures  | Natural Disaster Measures                 | Sediment Disaster                                   | Fire Prevention & Control                                    | Rescue & Emergency Medicine                         |
| Emergency Food & Stookpile & equipment for shelter                     | Robot・Drone・vehicle for Disaster Measures | ICT for Disaster Management                         | Disaster Management Goods from Municipality and organization | other Disaster Risk Reduction Measures              |
| Special Theme  |   |   |  |   |
| ●Securing Electricity and Energy on emergency                          |   | ●Communication and Information sharing on emergency |  | ●National Resilience ~ to maintain infrastructure ~ |
| ●Equipment and Service for person in need of nursing care on emergency |   |   |  |   |

#### Security Zone

|  |                                  |   |                                   |                 |
|--|----------------------------------|---|-----------------------------------|-----------------|
| Surveillance & Crime Prevention System | Access Control /Outside Security | Security Service                              | Antitheft Measures                | Self-Protection |
| Local Crime Prevention                 | Building・Office Security         | Home Security                                 | Other Security Equipment& Systems |                 |
| Special Theme                          |                                  |   |                                   |                 |
| ●2020 TOKYO Safe City                  |                                  | ●Security of Automation・Labor Saving・Unmanned |                                   |                 |

#### Business Risk Management Zone

|                          |  |                                     |                                |   |
|--------------------------|--|-------------------------------------|--------------------------------|---|
| BCP/BCM Supports         | Insurance・Consulting                       | Environmental Risk Measures         | Distribution Risk Measures     | Health Care Measures for Office Workers |
| Infection Control        | Information Leakage・My number Card Measure | Harmful Insects and Animal Measures | Measures Against Illegal Drugs | Other Risk Measures                     |
| Special Theme            |  |                                     |                                |   |
| ●Inbound×Risk Management |  | ●Hazardous Material×Risk Management |                                |   |

## Co-located show & Event



#### Special Exhibition

##### Special Equipment Exhibition & Conference For Anti-Terrorism

Being the only trade show in Japan to focus on anti-terrorism, SEECAT is a special affiliated exhibition of RISCON TOKYO. This exhibition features the materials and equipment designed for anti-terrorism and high-performance security devices. This is an exclusive show, limiting visitors to security officials and those engaging in key infrastructure business including aviation, transportation, and power plants. For details, please refer to the booklet, "The Guide to Exhibit at SEECAT" 19. \*If you would like to have a booklet, please inform the RISCON TOKYO Management office.



#### Special Affiliated Event in RISCON TOKYO

##### CYBER SECURITY WORLD

Focusing on cyber security, Cyber Security World is a special affiliated event of RISCON TOKYO. Cyber Security World offers a great opportunity to promote your cutting-edge cyber security solutions to the visitors of RISCON, such as risk management officers of municipalities, those responsible for general affairs at private sector companies, as well as to the security officials and key infrastructure business providers that come to SEECAT. For details, please see the Guide to Exhibit posted on the download page of the website.



#### Special Affiliated Event in RISCON TOKYO

##### PPE/Work Safety Fair – Personal Protective Equipment, Work Safety Measures, and Work Style Reform

It is an important and primary concern to ensure the safety of the staff by protecting workers from on-site injuries at factories, construction sites, medical care facilities, disaster or accident sites, and other hazardous workplaces. The work style reform initiative also states improving the workplace environment is also a requirement. RISCON provides a special affiliated event regarding workplace safety for risk management and day-to-day operations for businesses including responses to the work style reform. The PPE/Work Safety Fair features an exhibition displaying the latest in personal protective equipment used in various work situations, as well as products and services to provide a safe, secure, and comfortable work environment.

#### Exhibit Category

- PPE(Protective Suit, Helmet, goggle, Mask, Gloove, Protective Footwear etc)
- Work Assistance Device・Tool(Safety belt, Protection Fence, Emergency Equipment etc)
- Device and Service which are related to improving enviroment of field work
- Suggestion of Work Style Reform and so on



#### Special Affiliated Event in RISCON TOKYO

##### Weather Business Summit

Weather data is a key element for social infrastructure within all industries. In addition to its uses in disaster preparedness and management, and risk control mainly within the areas of transportation, energy, and other key infrastructure, it is increasingly used as big data by manufacturers to manage production, by logistics operators to forecast demand, and by construction companies to plan their work schedules. RISCON offers Weather Business Summit, a special affiliated event featuring weather business using weather monitoring and meteorological data. The products and services offered in this specialized area will include a wide range of systems and applications about meteorological data, from monitoring, measurement, and analysis to solutions and related equipment.

#### Exhibit Category

- Meteorological Observation Device
- Weather Monitoring, Analysis, Prediction Device and System
- Weather Information Service
- Equipment and Service related to measure for natural disaster( Meteorological disaster product for Intense heat, Heatstroke,Heavysnow,Cold weather damage,Wind damage,Lightning damage,long rain, draught etc)
- Solution make use of meteorological data for each industries and so on

#### Expected Visitors

Executives and personnel of general affairs, disaster management, security, facility management, information technology, etc. from companies as well as personnel from the government and municipalities are expected to visit RISCON.

Government & Municipal Office

Infrastructure & Facility

Company

Hospital & School

Community