Interop®22

Tokyo JUNE 15 - 17
MAKUHARI MESSE, JAPAN

- The Leading ICT Event in Japan

Phase 01 | June 15th(Wed) ~ June 17th(Fri), 2022
Phase 02 | June 20th(Mon) ~ July 1st(Fri), 2022
Venue | Makuhari Messe+Online
Organizer | Interop Tokyo Steering Committee

Sales Proposal

Co-located Events

DSJ2022
Digital Signage Japan

APPS JAPAN
アプリジャパン2022

In the year 2020, the spread of the novel coronavirus has drastically changed our daily lives.
At the same time, the importance of the Internet and digital technology in our lives is being reaffirmed, and digital transformation is advancing in all aspects of our lives around the world.

Interop Tokyo has been held since 1994, the dawn of the Internet, as an event focusing on Internet technologies and applied businesses, and has provided new insights and encounters through the event.
In 2022, the 29th edition of the exhibition, we aim to be a place that supports digital-first in all industries.
We look forward to your active participation.

Interop Tokyo 2022 is...

the Best Place to Reach Active Business Technology Buyers

Date	【 Phase 01 】 June 15th(Wed) ～ June 17th(Fri), 2022 @Makuhari Messe 【 Phase 02 】 June 20th(Mon) ～ July 1st(Fri), 2022 @Online
Number of Visitors	150,000*　(expected)　*including co-location events
Organizer	Interop Tokyo Steering Committee
Show Management	NANO OPT Media, Inc. / Association of Internet Foundation
Special Support	WIDE Project
Endorsers	Relevant ministries and agencies, approximately 50 affiliate groups
Co-located Event	Digital Signage Japan 2022, APPS JAPAN 2022

Event Summary

*2022 will also be held in a hybrid structure!

Phase 01

Onsite

◆**Date :** June 15th(Wed) ～ 17th(Fri)

◆**Registration Fee :** Free

（Common to Phase 01・02）

The exhibition and conference will be held
at Makuhari Messe

【Exhibition Hours】
15th(Wed) 10:00-18:00
16th(Thu) 10:00-18:00
17th(Fri) 10:00-17:00

Phase 02

Online

◆**Date :** June 20th(Mon) ～ July 1st(Fri)

◆**Registration Fee :** Free

（Common to Phase 01・02）

In addition to the missed content from Phase 01,
new content from Phase 02 will be released.

Should exhibit if you have product & services below

■ Cloud Computing
・Private cloud・Public cloud・Hybrid cloud・Inter cloud
・Data center services

■ Security
・Targeted threat / Cyberattack
・Encryption / Authentication / ID・Information leakage
・Monitoring / Management tool・Vulnerability
・Critical infrastructure security・Mobile device security

■ Network infrastructure
・Server・Storage
・Network management(Monitoring/Visualization/Automation)
・Network tester・KVM Console
・UPS(Uninterruptible Power Supply)
・Router(Carier/ISP Networking)
・Switch(Carier/ISP Networking)
・Rack/Cable・SDN（Software-Defined Network）
・SD-WAN（Software-Defined WAN）
・NFV（Network Functions Virtualization）
・Container Technologies

■ Enterprise DX
・Collaboration tool・Telework
・Remote access・Business automation

■ Wireless LAN

■ IoT（Internet of Things）
・IoT system/device・Sensor
・Big data processing・IoT platform

■ AI
・Industrial application and integration of AI
・Cloud cooperation・Deep learning・Robotics cooperation
・Natural language / Multiple languages

■ Industrial network
・OT(operation technology)・Network control
・Controller・Device・Sensor (switch/valve)

■ Digital Media Utilization Technology
・Cloud service・Data center / Hosting service
・UI/Search/Recommendation tool
・Content distribution platform
・Big data analysis・Content management solution
・Social tool・Software / Application
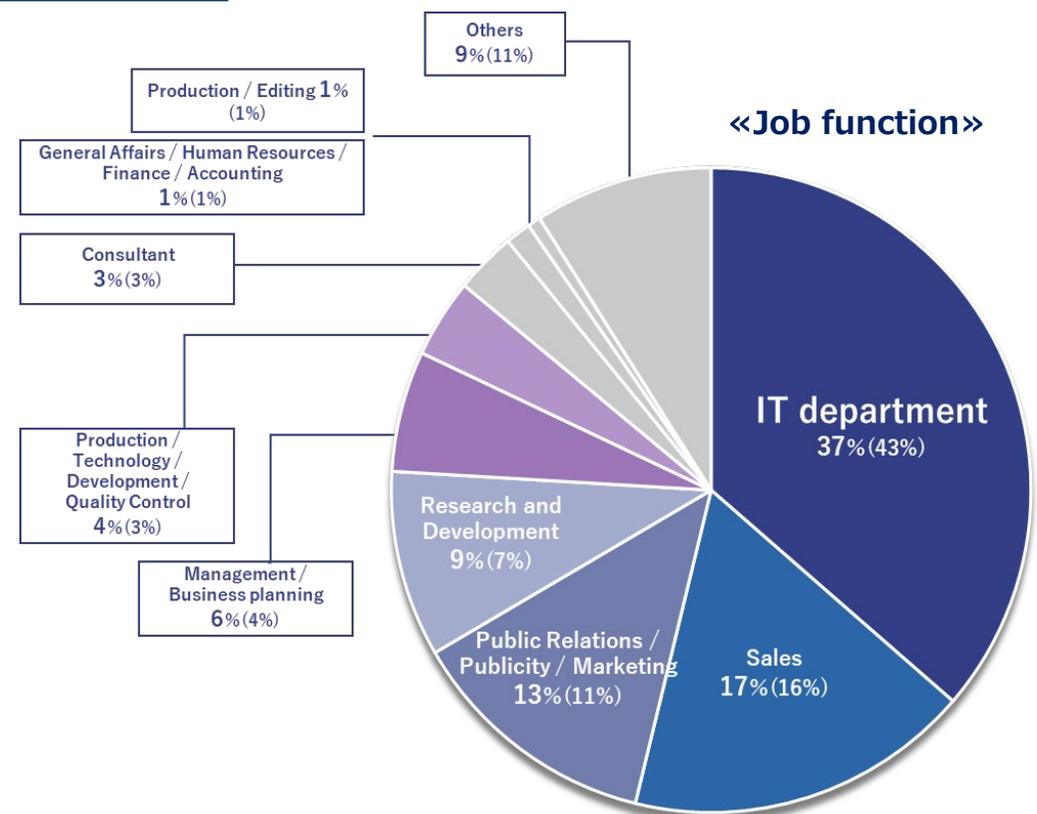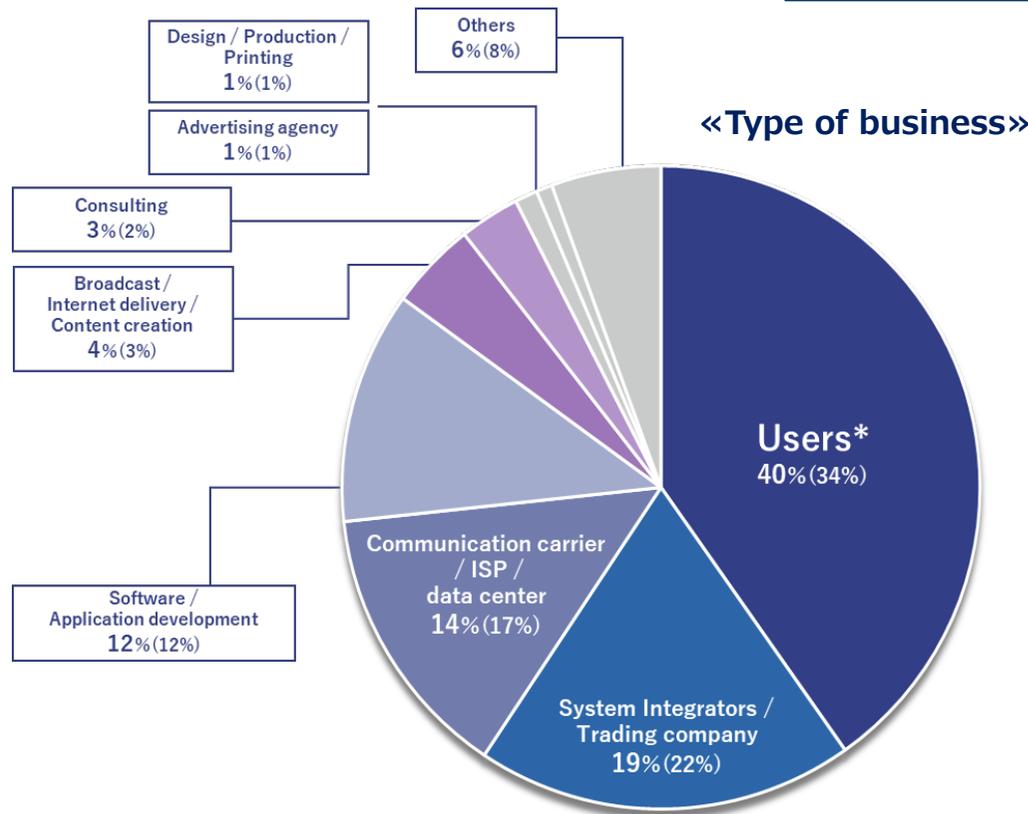・Media / Video over IP

■ 5G/Local5G

■Users*

Trading company (other than information communication) / Retail industry / Manufacturing industry (Computer) / Manufacturing industry (Pharmaceuticals, Chemical products, Machinery, Automobile related, Food, Communication equipment, Steel / Metal, etc.) / Electricity, Gas, Water supply Services (Amusement / Rental / Lease / Food / Beverage / Tourism / Taxi, Bus, Train, etc.) / School / Education / Government / Local Government / Association / Industry / Finance / Securities / Insurance / Construction / Research Institute (Private / Public) / Real Estate / Facility Management / Logistics / Transportation / Agriculture / Forestry / Fisheries / Mining

■ Communication carrier / ISP / data center   ■ System Integrators / Trading company

Attendee Profile in 2021

«Type of business»

- Design / Production / Printing 1%(1%)
- Others 6%(8%)
- Advertising agency 1%(1%)
- Consulting 3%(2%)
- Broadcast / Internet delivery / Content creation 4%(3%)
- Software / Application development 12%(12%)
- Communication carrier / ISP / data center 14%(17%)
- System Integrators / Trading company 19%(22%)
- Users* 40%(34%)

«Job function»

- Others 9%(11%)
- Production / Editing 1%(1%)
- General Affairs / Human Resources / Finance / Accounting 1%(1%)
- Consultant 3%(3%)
- Production / Technology / Development / Quality Control 4%(3%)
- Management / Business planning 6%(4%)
- Research and Development 9%(7%)
- Public Relations / Publicity / Marketing 13%(11%)
- Sales 17%(16%)
- IT department 37%(43%)

Number of Participants in 2021

Phase 01 Onsite + Online （April 14-16th, 2021）	Phase 02 Online （April 19th - May 11th, 2021）	Total Phase 01・02
＞Visitors **37,707** *in 2019 : 155,801 **＞Live Stream Viewers** **25,381**	**＞Participants** **105,156**	**168,244**

* The 2020 onsite event has been cancelled due to COVID-19.

Phase 01（Onsite）Sponsorship Plans

【Phase 01】 Sponsorship Plans

Exhibition

Exhibit Space P.10

Pavilion Booth P.11

Seminar

Sponsor Keynote Session P.12

Seminar at the Exhibition Hall P.13

・Both seminars will be available for on-demand streaming on Phase 02.
 (Video for on-demand use should be prepared by each company,
 or you can apply for the recording option.)

Early Bird Discount Deadline : November 30th(Tue),2021
Final Deadline : February 28th(Mon),2022

*All prices are w/o tax

Exhibit Space Plan

Basic exhibit plan
with plenty of space

- 1〜3 booths　　　　**JPY　590,000** per booth
- 4〜9 booths　　　　**JPY　560,000** per booth
- 10〜20 booths　　　**JPY　540,000** per booth
- 21 booths or more　**JPY　530,000** per booth

《 Exhibit Fee includes 》
- Exhibit Space (3m×3m=9㎡)
- ShowNet (Internet Line)　*application required
- One Barcode Reader　　*application required
  *Data extraction fee will be charged
  separately at 60 yen (w/o tax) for each data.
- Your company profile on Official Website*
  *The number of Product Introduction listings
   depends on the total amount of exhibition fee
- Provide Event Brochures
- Right to participate in Phase 02 "Main Exhibition Park"

*For booth construction, you need to place an order
with a separate construction company.

Pavilion Booth Plan

No need for building costs!
Counter booth with minimum
necessary functions

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■ 1 Unit　**JPY 240,000(w/o tax)**

  *Each company can purchase maximum 2 units.

《 Exhibit Fee includes 》
・ Booth Space (W1500 × D1000 × H2700)
  ＋Company name sign (W1.459mxH0.22m)
  ＋Power Outlet x 1 (100V / 0.5kw / A2 spec plug [2])
  ＋Spotlight
  ＋System wall and display desk
・ ShowNet（Internet Line）　*shared line
・ One Barcode Reader　*application required
  *Data extraction fee will be charged
    separately at 60 yen (w/o tax) for each data.
・ Your company profile on Official Website*
　*The number of Product Introduction listings
    depends on the total amount of exhibition fee
・ Provide Event Brochures
・ Right to participate in Phase 02 "Main Exhibition Park"

Image : 1 UNIT

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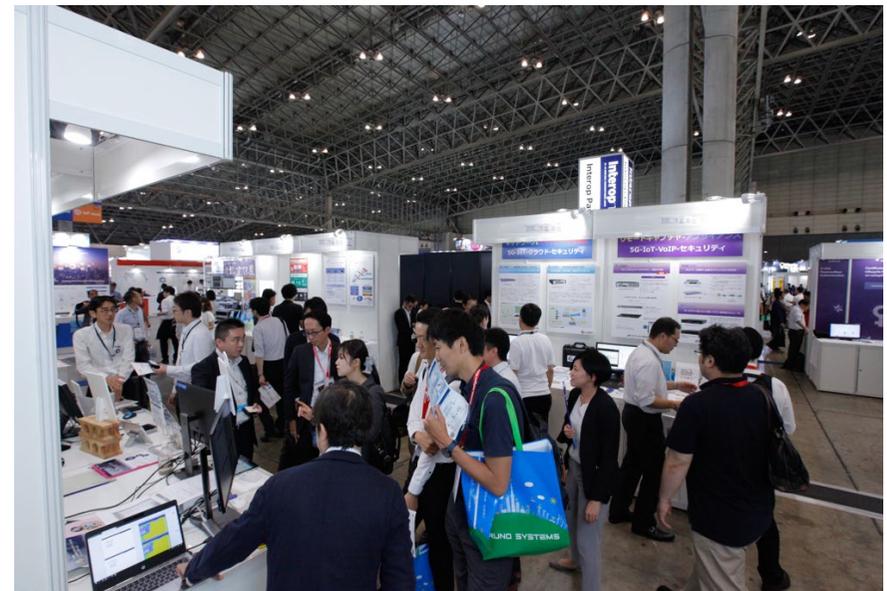
【Phase 01】 Seminar Plans

Sponsor Keynote Session

■ 1Slot **JPY 3,000,000**(w/o tax)

《 Overview 》
 ・Capacity : 500 （Provide data : Up to 1500）
 ・Session Duration : 40 min
 ・Venue : International Conference Hall
 ・Facility : Projector, Screen, PC and MIC set

《 Servicing 》
 - Provide pre-registrants and on the day audience data
 - Phase 02 | Provide on-demand video viewers data*
  *Video for on-demand use should be prepared by each
   company, or you can apply for the recording option.
 - Questionnaires / Distribution of Materials*
  *in Phase 02, Online Questionnaires / Materials DL
 - Theme Sponsor
  (Sponsor can choose one theme from
   the key themes of Interop Tokyo 2022.
   Place your company logo on the theme page.)

*The data provision limit for the above plans is the combined limit for Phase 01 and 02.
*If you wish to obtain the data in excess of the maximum number, a separate fee of JPY 5,000 will be charged for each additional data.

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【Phase 01】Seminar Plans

Seminar at the Exhibition Hall

■1Slot **JPY 700,000**(w/o tax)

《 Overview 》
・Capacity : 60（Provide data : Up to 180）
・Session Duration : 40 min
・Venue : Interop Exhibition Hall
・Facility : Projector, Screen, PC and MIC set

《 Servicing 》
- Provide pre-registrants and on the day audience data
- Phase 02 | Provide on-demand video viewers data*
  *Video for on-demand use should be prepared by each
   company, or you can apply for the recording option.
- Questionnaires / Distribution of Materials*
  *in Phase 02, Online Questionnaires / Materials DL

*The data provision limit for the above plans is the combined limit for Phase 01 and 02.
*If you wish to obtain the data in excess of the maximum number, a separate fee of JPY 5,000 will be charged for each additional data.

Phase 02（Online）Sponsorship Plans

【Phase 02】 Sponsorship Plans

Online Exhibition

Main Exhibition Park P.16

Spotlight Park P.17

Show Award Selection P.17

*Exhibitors participating from Phase 02 can only participate in "Main Exhibition Park".

Online Seminar

Online Sponsor Keynote P.18

Online Seminar P.18

*All exhibitors are welcome to participate in any of the above plans.

Early Bird Discount Deadline : November 30th(Tue),2021
Final Deadline : February 28th(Mon),2022

【Phase 02】 Main Exhibition Park

- For companies exhibiting in Phase 01, the following sponsorship ranks will be assigned according to the total amount of exhibition fees (Exhibit Space, Pavilion Booth and MPO plans).
- Since Keynote Sessions and Seminars in Phase 01 will be delivered on-demand in Phase 02, the following ranks will not be assigned to Seminar Plan applicants.

*All prices are w/o tax

Sponsor Rank	Price for new exhibitors from Phase 02	Phase 01 Exhibition Total Cost	Servicing			
			Providing Lead Data	Product Introduction	Theme Selection	Privilege for new exhibitors from Phase 02
Spotlight		JPY 10,000,000 and above (19 booths-*)	O	30	8	
Platinum	JPY 6,000,000-	JPY 9,999,999 ~ 6,000,000 (18-12 booths*)	O	15	5	・Online Seminar × 2 Slots ・Lecture Video Shooting Service (for 1 Slot)
Gold	JPY 2,500,000-	JPY 5,999,999 ~ 2,500,000 (11-5 booths*)	O	10	3	・Online Seminar
Silver	JPY 1,200,000-	JPY 2,499,999 ~ 1,200,000 (4-3 booths*)	O	5	2	
Bronze	JPY 500,000-	JPY 1,199,999 ~ 500,000 (2-1 booths*)	O	2	1	
Online Pavilion	JPY 300,000-	Less than JPY 499,999 (Pavilion Booth*)	O	1	1	

*The number of booths in ( ) is the approximate number of onsite exhibition booths for each exhibit fee.

~ special exhibition pages for the following companies ~

Spotlight Park

Spotlight Park

■Target Exhibitors■
Companies whose total exhibition fee for Phase 01 is JPY 10,000,000 (w/o tax) or more

Special page for companies that exhibited on a large scale in onsite event

・Company Introduction
・Product Introduction : Up to 30
・Provide a list of your page visitors
 （People who downloaded your materials
  and watched your video will be flagged.）
・Post video interviews with exhibitors

Show Award Selection

■Target Exhibitors■
Companies that are selected as finalists for the Best of Show Award in Phase 01

Special page to introduce the products and services that will have been nominated through a rigorous screening process

・Company Introduction
・Product Introduction :
           all nominated products

*No visitor data is provided for this page.

【Phase 02】 Seminar Plans

*All prices are w/o tax

Online Sponsor Keynote

■ 1 Slot   **JPY 1,800,000**

《 Overview 》
・ Delivery Method : on-demand
・ Provide data : Up to 600
・ Session Duration : 40min
  (20 min recommended)

《 Servicing 》
・ Provide on-demand video viewers data
  (People who downloaded your materials
   will be flagged.)
・ Online Questionnaires
・ Lecture Video Shooting Service

Online Seminar

■ 1 Slot   **JPY 700,000**

《 Overview 》
・ Delivery Method : on-demand
・ Provide data : Up to 180
・ Session Duration : 40min
  (20 min recommended)

《 Servicing 》
・ Provide on-demand video viewers data
  (People who downloaded your materials
   will be flagged.)
・ Online Questionnaires

*If you wish to obtain the data in excess of the maximum number, a separate fee of JPY 5,000 will be charged for each additional data.

Special Programs / Website

SHOWNET
Face the Future

"ShowNet" has always been a comprehensive internet technology demonstration of Interop Tokyo since the beginning of the show back in 1994. This network is deployed all over the show floor with the cutting-edge technology and serve stable internet connectivity to exhibit booth and attendees.

*2021 ShowNet participants: About 66 companies

Interop Summit
*Not held in 2021

VIP party held every year on the first night of Interop Tokyo. We provide a place to interact with the top government officials, exhibitors, academic organizations and research institutes.

Best of Show Award

"Best of Show Award" is an award to examine the new products, services and solutions of the exhibitors and determine the Grand Prix. Products, services and solutions winning awards after a careful examining will have a great opportunity to attract attention, particularly to the press who will visit the event.

Official Website

Official website with a large number of PV throughout the year. It provides up-to-date information on exhibitors, seminars, and organizers' projects to motivate visitors to come to the show.

Cross media promotion tailored to targets

EDM

We will segment the event attendees from **our own database of about 300,000** and distribute EDM on a regular basis. In addition, it will be distributed in both text and HTML formats, and will announce each company's booth and session information.

SNS

Information will be disseminated through social media tool such as Facebook/Twitter/YouTube. During the exhibition, we will provide information on each company in real time.

Media tie-up

We will release our event information on external media that matches the event theme and announce it with a WEB banner.

In addition, we will deliver emails to the database owned by the media to reach new target groups.

◆ Media Sponsors (in 2021) ◆

Guest speakers

Special sessions will be delivered by guest speakers who are leading the industry, such as user companies / various industry groups / government offices and other experts.
This aim to attract more visitors by providing speeches on the latest case studies and industry trends that cannot be heard anywhere else.

◆Guests in 2021 (excerpt)◆

・Rakuten Group, Inc.
　Chairman and CEO　Mr. Mickey Mikitani
　"Global innovation by Rakuten Mobile:
　　Redefining expectations in the mobile industry"

・NIPPON TELEGRAPH AND TELEPHONE CORPORATION
　Mr. Katsuhiko Kawazoe
　"IOWN　Breakthrough Innovation"

Interop 22
Tokyo
JUNE 15 - 17
MAKUHARI MESSE, JAPAN

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