



# Wireless Technology Park (WTP) 2017

## *5G & IoT – Creating New Value*

# Show Overview for Exhibitors

- Dates 24-26 May 2017 10:00~18:00 \*Closed at 17:00 on final day
- Venue Tokyo Big Sight, West Hall 1 & Conference Tower
- Expected visitors 50,000 for all expos held simultaneously
- Expected exhibitors 300 for all expos held simultaneously
- Held with Expo COMM Wireless Japan 2017, Transport System EXPO2017, International Drone EXPO 2017
- Organizers National Institute of Information and Communications Technology (NICT),  
Yokosuka Research Park (YRP R&D Promotion Committee), YRP Academia Collaboration Network
- Show Management EJK Japan, Ltd.
- Website <https://www.wt-park.com/eng/index.html>

# WTP Introduction

## What is WTP?

- It's a sole event that shows the future of the wireless technology in Japan.

WTP is one of the biggest events for wireless technology in Japan, consisting of exhibition, seminars and academic sessions.

WTP is planned and held under the collaboration of industry-academia-government, such as private companies, educational/research institutions and central/local authorities.

### Mission

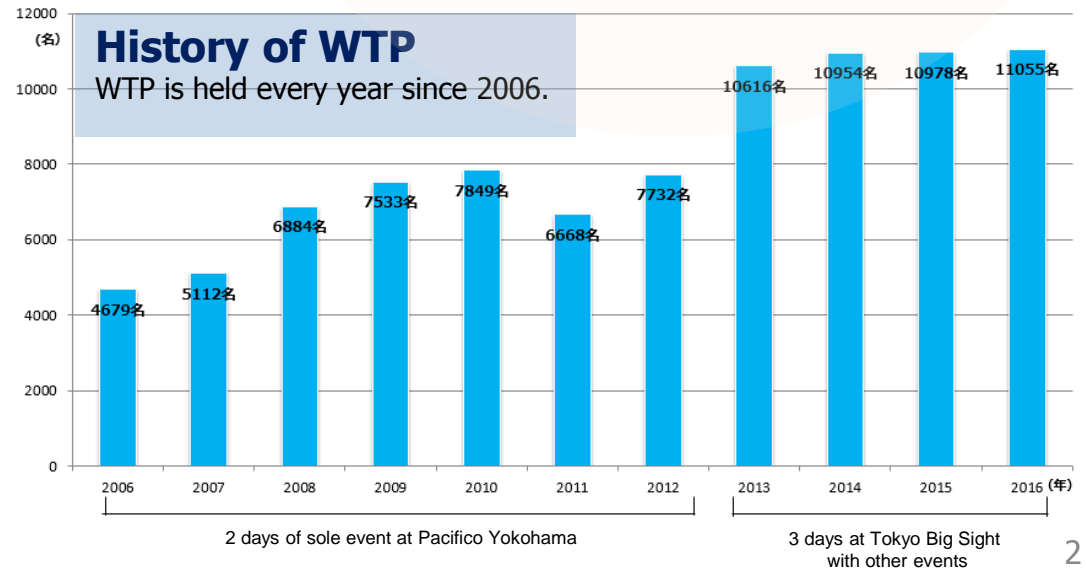
- Introduction of the latest research results and trends in the wireless communications technology field.
- Expansion of business network for wireless communication technology through exchanging knowledge among international institutions for economy, education and government as well as promoting the latest research and development.



## WTP2017

### Feature exhibition/seminar (plan)

- 5G generation wireless systems (5G)
- Internet of Things (IoT)
- Positioning and location technology
- ITS, Connected car
- Robot & Drone communication
- Offshore/Subsea communication
- Wireless technology and systems for factories
- Terahertz-wave communication & Terahertz-wave sensing



# **WTP** What can WTP do for you?

## **Opportunities for lots of business talks with customers!**

*Meeting prospective new customers, Strengthening relationships with existing customers, Hearing market needs, Launching new products, Promoting existing products ...etc.*

### **Merit 1**

**You can start negotiation with highly motivated and professional visitors as this is a special expo for wireless and network technologies!**

- Over 10,000 visitors from communication and broadcasting industry and over 15,000 from manufacturer are seeking for wireless related services.
- Among them, more than 50% of visitors are "researchers", "engineers", and "products planners".



### **Merit2**

**You can meet visitors with clear goals attracted by series of seminars on professional themes related to wireless technology held everyday during the expo.**

- Listeners : 9,000 ※including listeners for seminars at other expos held simultaneously.

### **Merit 3**

**You can promote your products and services to visitors with great efficiency**

- ✓ You can reach thousands of your targets through exhibition and seminars!
- ✓ You can talk to your targets directly and can appeal features of your products or services which cannot be introduced through website or paper media!
- Some exhibitors exchanged their business cards with more than 1,500 attendees.
- Over 60% of exhibitors were satisfied with the results.
- Over 80% of attendees have authority over decision making !



# WTP Support Plans for Exhibitors

We offer a variety of support plans to maximize your result at the expo!

PRE-session

## DM and Invitation cards

Direct mails (DM) or invitation cards will be provided so that you can promote your exhibition to your existing customers and customers you are wishing to meet at the expo.

We will also send about 70,000 DMs to prospective attendees.



## Direct e-mail approach to specific industries (Targeting mail advertising)

Our targeting mail advertisement enables you to promote your products and seminar to your prospective customers in advance. ※For price, please see P15.

During session

## Advertisement in the exhibition hall

You can put your banner on the official website of WTP. We can also offer spaces for advertisement at reception of the exhibition and on guide map.

※For further information, please ask to the organizer



## Presentations for targeted customers

Spaces for your own presentation will be available inside and outside of the exhibition hall so that you will be able to give presentations to your targeted customers. Visitors specially interested in your company's presentation themes can be collected enabling efficient promotion activities. ※For price, please see P15

## Bar code system for efficient promotion

Bar code readers will help you to collect information of visitors at your booth: information on business cards, industry field, interests, etc.

※For price, please see P15



Post session

## The virtual exhibition to maximize promotion efficiency

You can post information on exhibited products, seminar materials, photos and movies.

Logs of people who watch your information pages are downloadable to add to your customer database.

※For further details, please ask to the organizer



# W T P Promotion Plans to Attract Visitors



## ◆ Numbers of attractive seminars !

➡ Series of seminars on the latest wireless technology will be held during the exhibition.

Attendees of WTP2016 seminar : 9,000 approx.

※including listeners attended to seminars at expos held simultaneously.



## ◆ AD campaign through DM and e-mail !

➡ We will send more than 70,000 DM or e-mail including attendees of past expos. Supporters and industrial organizations will also send notice to prospective attendees. Exhibitors will be given necessary number of DMs to send to existing customers.

## ◆ Promotion with media partners !

➡ Our media partners and industrial papers will promote the expo through their media. We will also send press release to mass-media.

antenna / biglobe / business network.jp / Buzzap ! / cloud news japan / CNET Japan / E..I.S / EE Times Japan / EVENT MARKETING / exite / Game Deets / goo / Infoseek/ Rakuten INTERNET Watch / IPROS / ITmedia mobile / livedoor / NEWS PICKS / nikkei Bpnet / RBB TODAY / Response / SAFETY JAPAN / SankeiBI / SANSPO.OM / Scan Net Security / S-MAX / T-SITE / WirelessWire News / YAHOO!JAPAN / zakzak / Asahi Shimbun Digma/ k-tai WatchWatch / Keitai Now / Construction IT Journalist / Tele-Cable Newspaper / Exhibition and MICE/ The Dempa Times/ THE TOKYO IT NEWSPAPER/ Toyo Keizai Nippou/ THE NIKKAN KOGYO SHIMBUN/ Nikkei MJ/ Nikkei Sangyo Shimbun/ Nikkei Technology Online / The Nikkei/ NEWS MORNING SATELLITE/ Hacka Doll / Human Capital Online / Logistics Nippon / Variety Show "Ask something hard to ask" / TV Asahi etc  
Over 200 media including TV, papers and web media broadcasted about the expo in 2016

## ◆ Featuring/Highlighting the exhibiting products on website and DM !

➡ Information about your company and products will be posted on official website. Show management office will also send e-mail with exhibitors information to prospective attendees.



# WTP 2016: Event Data

## Exhibition

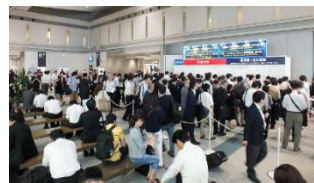
**Exhibitors: 112 companies/organizations**

\*115 in WTP2015

**Total number of visitors: 47,108**

\*Including the visitors to the simultaneously-held events

Breakdown	Weather	2016	2015
May 25 (Wed)	Fair	14,603 ↑	12,770
May 26 (Thu)	Fair	13,077	13,440
May 27 (Fri)	Rainy → Cloudy	19,428 ↑	18,291
<b>Total</b>		<b>47,108 ↑</b>	<b>44,501</b>



Up 2,607 (5%)



**Visitors to WTP2016: 11,055**

\*Excluding the visitors entered through the other events

Breakdown	2016	2015
May 25 (Wed)	3,233 ↑	2,926
May 26 (Thu)	2,906	3,448
May 27 (Fri)	4,916 ↑	4,604
<b>Total</b>	<b>11,055 ↑</b>	<b>10,978</b>

Up 77 (0.7%)

## Seminar

No. of Presentation: 107 (112 in 2015)

Total no. of participants: 6,474 (5,566)

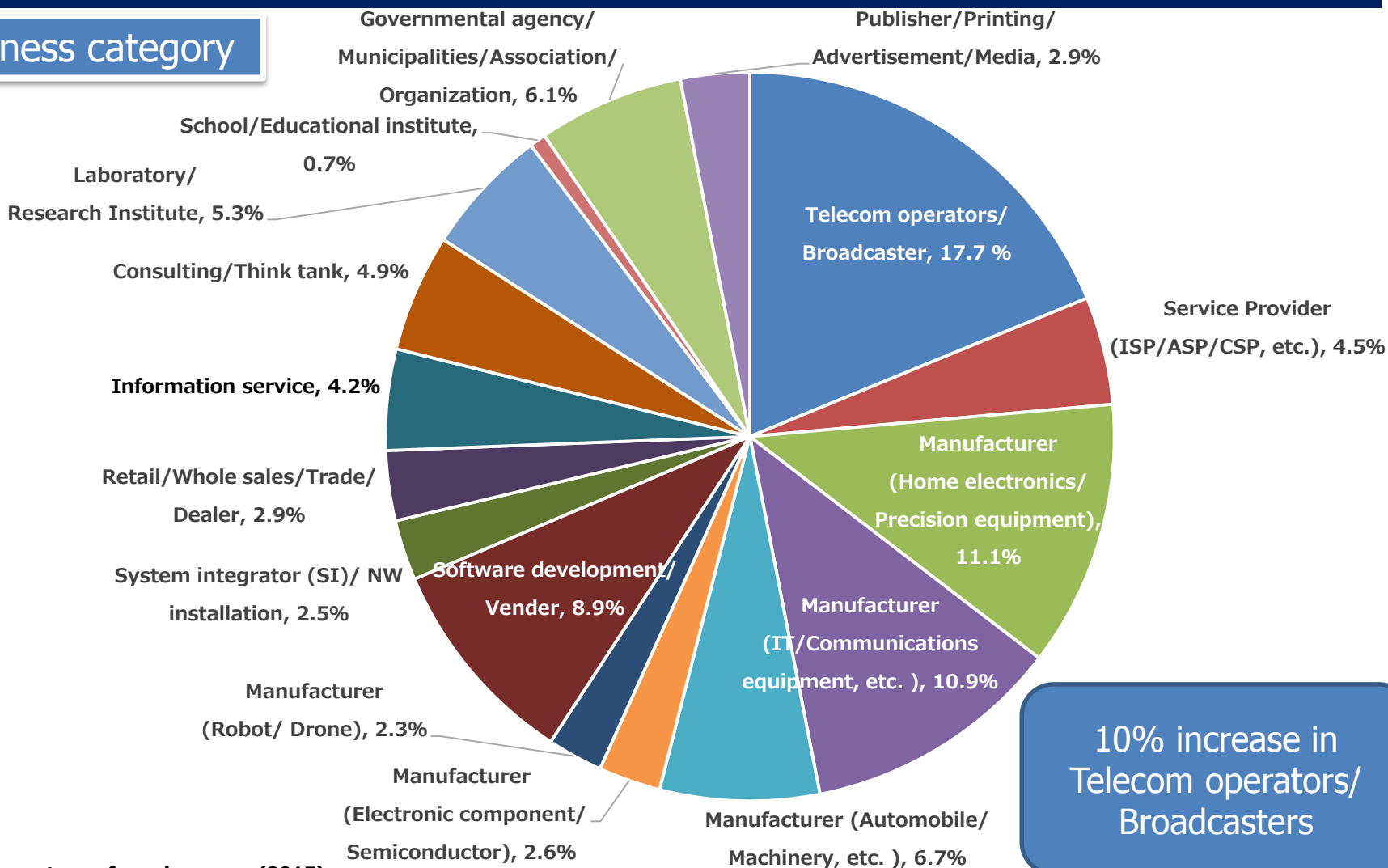
## Academia (Presentations by Universities)

Oral presentations: 17 (including 2 invited presentations)

Poster Session: 12 universities

# WTP 2016: Visitor Profile 1

## Business category



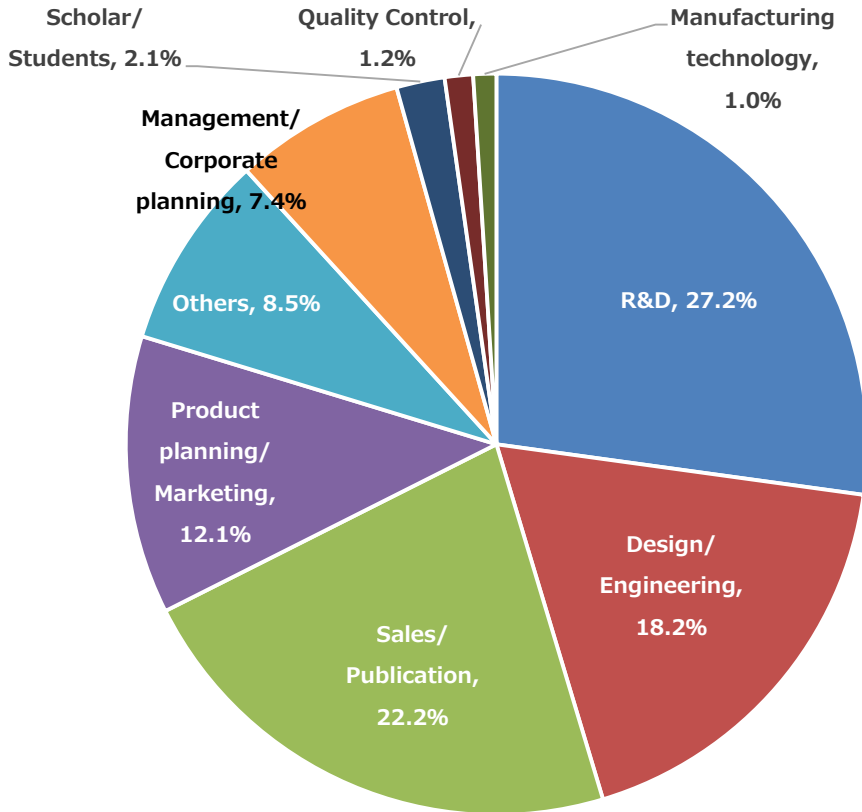
10% increase in Telecom operators/Broadcasters

### Percentage of previous year (2015)

Telecom operators/Broadcaster: 8.4%	Service Provider (ISP/ASP/CSP, etc.): 1.0%
Manufacturer (IT/ Communications equipment): 20.7%	Manufacturer (Electronic component/Semiconductor, etc.): 8.7%
Manufacturer (Home Electronics/Precision equipment, etc.): 8.5%	Manufacturer (Automobile/Machinery, etc.): 4.7%
Software development/Vendor: 6.5%	System integrator/Network installation: 5.5%
Retail/Whole sales/Trade/Dealer: 7.8%	Information Service: 2.9%
Laboratory/ Research Institute: 2.6%	School/Educational institute: 2.3%
Publisher/Printing/Advertisement/Media: 2%	Government agency/Municipalities/Association/Organization: 3.3%
	Others: 12%

# W T P 2016: Visitor Profile 2

## Occupation

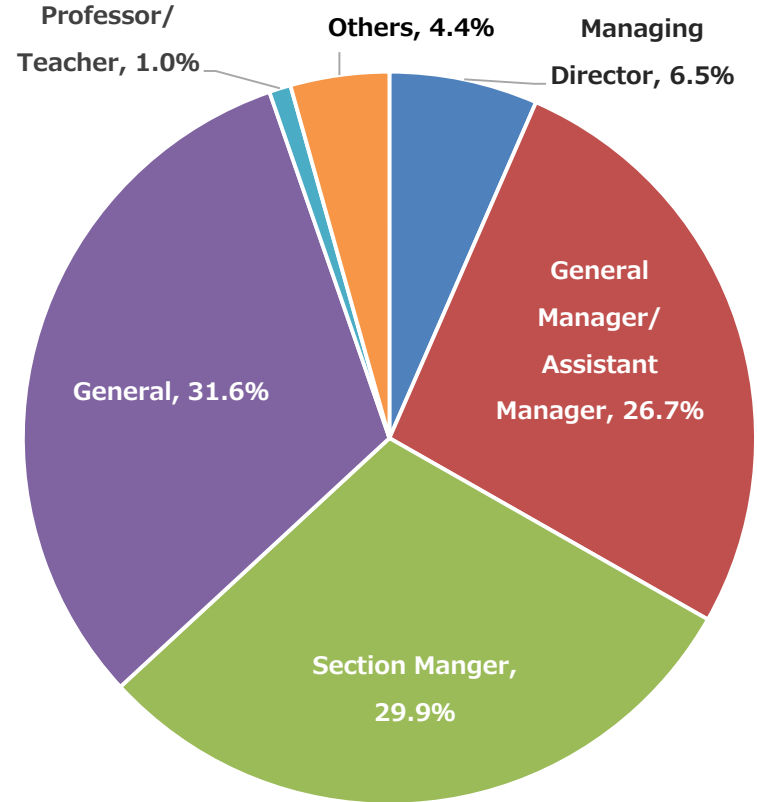


### Percentage of previous year (2015)

R&D:22.7%  
 Design/Engineering: 19.6%  
 Product Planning/Marketing: 12.9%  
 Manufacturing technology: 1.5%  
 Quality Control: 1.0%  
 Management/ Corporate planning: 7.7%  
 Sales/Publication: 23.3%  
 Scholar/Students: 2.0%  
 Others: 9.38%

**Increase in the ratio  
of R&D and  
Design/Engineering**

## Position



### Percentage of previous year (2015)

Managing Director: 7.8%  
 General Manager/Assistant Manager: 20.3%  
 Section Manager: 34.0%  
 General: 29.5%  
 Professor/Assoc. Prof./Teacher: 1.0%  
 Others: 7.4%



# W T P 2016: Visitor Profile 3

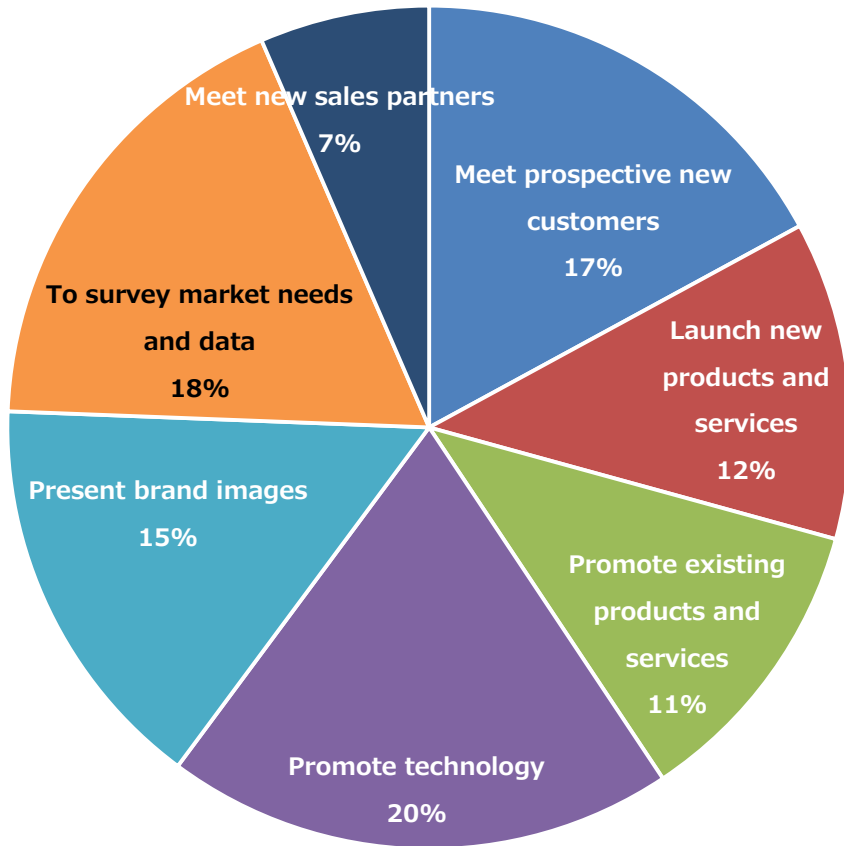
## Interested technical field



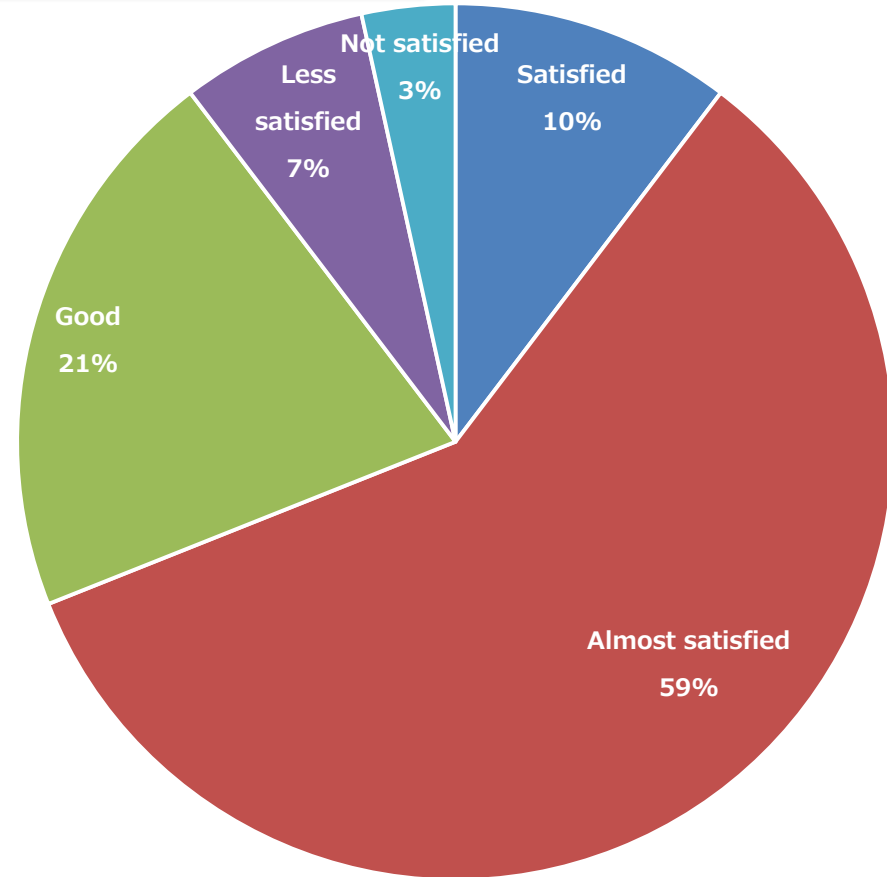
**Interest for 5G and high frequency communications technologies are increasing.**

# W T P 2016: Exhibitors survey result

Purpose to exhibit



Level of satisfaction



**70% of exhibitors are satisfied with the expo.**

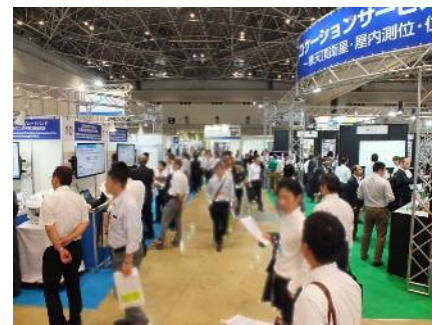
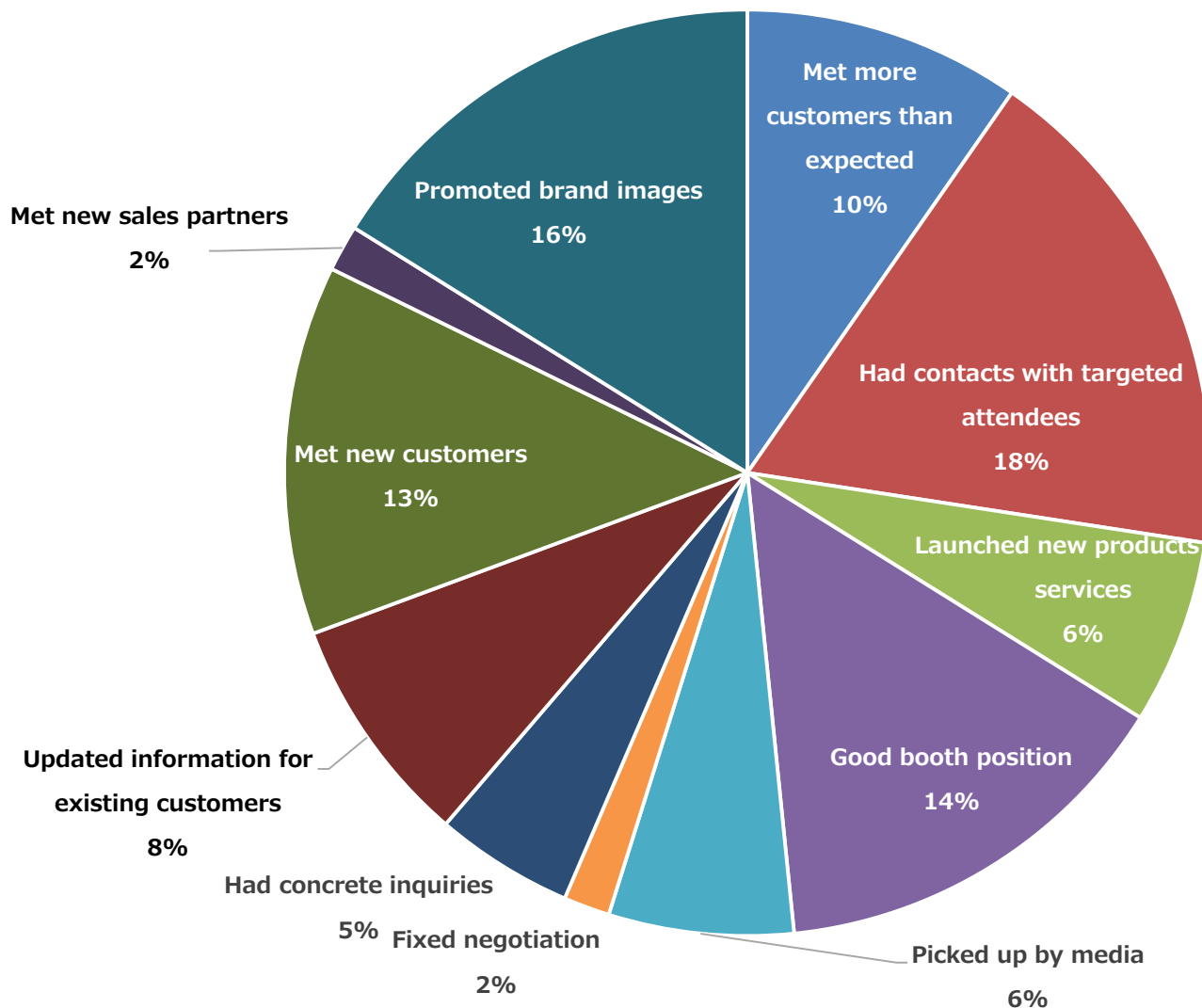
# W T P 2016: Exhibitors survey result

Result of the expo

Number of business cards exchanged with attendees: Average 258

No.1: 1,502 cards - No.2: 1,301 cards - No.3: 1,074 cards

Number of talks which has potential to develop in the future: Average 12.8



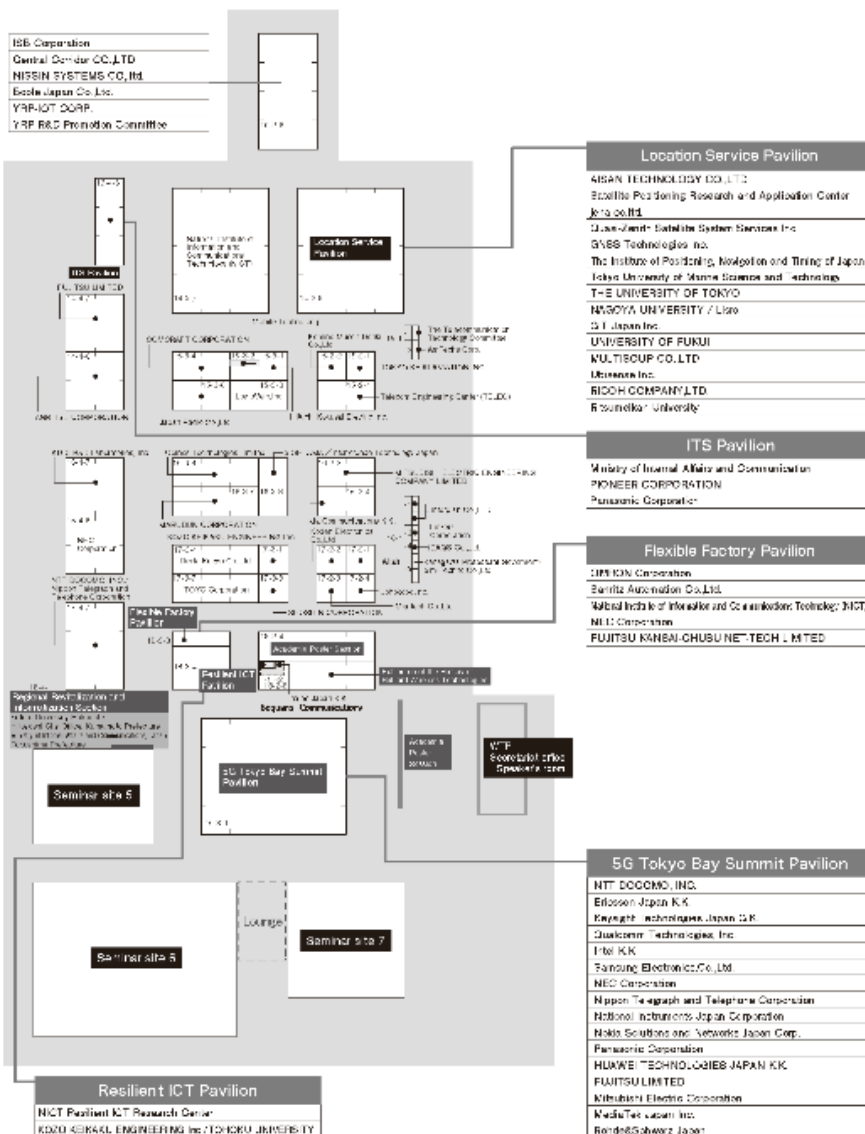
# WTP 2016: List of Exhibitors

## 112 companies /organizations (115 in WTP2015)

ANRITSU CORPORATION  
 AISAN TECHNOLOGY CO.,LTD  
 Altair  
 AmTechs Corporation  
 Boole Japan Co., Ltd.  
 Central Corridor CO.,LTD  
 COMCRAFT CORPORATION  
 Cornes Technologies Limited  
 Creative Bank Inc.  
 Denki Kogyo Co., Ltd.  
 e-OHTAMA,LTD.  
 Ericsson Japan K.K.  
 FUJITSU KANSAI-CHUBU  
 NET-TECH LIMITED  
 FUJITSU LIMITED  
 GIT Japan, Inc.  
 GNSS Technologies Inc.  
 Hitachi Kokusai Electric Inc.  
 HUAWEI TECHNOLOGIES JAPAN K.K.  
 iDAQS Co., Ltd.  
 Intel K.K  
 Interplan Co., LTD.  
 ISB Corporation  
 Ixia Communications K.K.  
 Japan Radio Co., Ltd  
 jena co., ltd.  
 Johokobo, Inc.  
 Kanagawa Prefectural Government  
 KDDI R&D Laboratories, Inc.  
 Keysight Technologies Japan G.K.  
 Kodan Electronics Co., Ltd  
 Komine Musen Denki Co., Ltd.  
 KOZO KEIKAKU ENGINEERING Inc.  
 Linkers Corporation  
 Logic vein, Inc.  
 MARUBUN CORPORATION  
 MediaTek  
 Meritech Co., Ltd.

Mitsubishi Electric Corporation  
 MITSUBISHI ELECTRIC ENGINEERING  
 COMPANY LIMITED  
 Mobile Techno Corp.  
 MULTISOUP CO.,LTD.  
 National Institute of Information and  
 Communications Technology (NICT)  
 National Instruments Japan Corporation  
 NEC Corporation  
 Nippon Telegraph and Telephone  
 Corporation  
 Nissin Systems Co., Ltd.  
 Nokia Solutions and Networks Japan Corp.  
 NTT DOCOMO, INC.  
 OMRON Corporation  
 Panasonic Corporation  
 PIONEER CORPORATION  
 Qualcomm Technologies, Inc.  
 Quasi-Zenith Satellite System Services Inc.  
 RICOH COMPANY,LTD.  
 Rohde & Schwarz Japan  
 Samsung Electronics, Co., Ltd.  
 Sanritz Automation Co., Ltd.  
 Satellite Positioning Research and  
 Application Center  
 Sequans Communications  
 Shoshin Corporation  
 Telecom Engineering Center  
 Thales Japan K.K.  
 The Telecommunication Technology  
 Committee (TTC)  
 TOKYO KEIKI AVIATION INC.  
 TOYO Corporation  
 Ubisense Inc.  
 YRP R&D Promotion Committee  
 YRP-IOT CORP.

### Wireless Technology Park 2016



# WTP 2016: Media Coverage

<TV> News Morning Satellite / TV Tokyo

Variety Show "Ask something hard to ask" / TV Asahi

<Newspaper> Tele-Cable Newspaper  
THE NIKKAN KOGYO SHIMBUN  
The Nikkei

The Dempa Times  
Nikkei Marketing Journal  
Logistics Nippon

Toyo Keizai Nippou  
Nikkei Sangyo Shimbun  
Nippon News Network

<WEB> antenna / GLIDER associates  
Buzzap! / Buzzap!  
CNET Japan / ASAHI INTERACTIVE  
EVENT MARKETING / MICE & Event Marketing  
goo / NTT Resonant  
iPROS / iPROS  
NEWS PICKS / UZABASE  
Response / IID  
SankeiBiz / Sankei Digital  
S-MAX / K-MAX Lab  
zakzak / SANKEI DIGITAL  
Keitai Now / Word Press  
Exhibition & MICE / POP  
Human Capital Online / Nikkei BP

BIGLOBE / BIGLOBE  
cloud news japan / cloud news japan  
E.I.S Electronics Information Service  
exite / Excite Japan  
Infoseek / Rakuten  
ITmedia mobile / ITmedia  
nikkei Bpnet / Nikkei BP  
SAFETY JAPAN / Nikkei Business Publications  
SANSPO.OM / Sankei Digital  
T-SITE / TSUTAYA  
Asahi Shimbun Digital/Asahi Shimbun  
Construction IT Journalist / Ieiri Lab  
The Tokyo IT Newspaper / IID  
WirelessWire News / WirelessWire News

business network.jp / RIC TELECOM  
  
EE Times Japan / IT media, Inc.  
Game Deets / Nyle  
INTERNET Watch / Impress  
livedoor / LINE  
RBB TODAY / IID  
SankeiBI / Sankei Digital  
Scan Net Security / IID  
YAHOO! JAPAN / Yahoo  
k-tai Watch / Impress  
Nikkei Technology Online / Nikkei BP  
Hacka Doll / DeNA

\*random order





# WTP 2016: Event Outline

## Main Theme "World leading wireless technologies toward 2020"

- Period: May 25-27, 2016
- Venue: Tokyo Big Sight West 3-4 Hall & Conference Tower
- Simultaneously held with : Wireless Japan 2016, Transport System Expo 2016, International Drone Expo Tokyo 2016
- Organized by : National Institute of Information and Communications Technology, YRP R&D Promotion Committee, YRP Academia Collaboration Network
- Chairman of Organizing Committee:  
Akio MOTAI, President, YRP R&D Promotion Committee
- Special Advisor: Mitsutoshi Hatori, Professor-Emeritus, The University of Tokyo
- Advisor: Norihisa DOI, Professor-Emeritus, Keio University
- Affiliation of the Members of Organizing Committee:  
Advanced Telecommunications Research Institute International (ATR) / Fujitsu Limited/ Hitachi Kokusai Electric Inc. / Hitachi, Ltd. / Japan Radio Co., Ltd / Kanagawa Prefecture/ KDDI R&D Laboratories, Inc. / Keikyu Corporation / National Institute of Information and Communications Technology/ NEC Corporation/ Nippon Telegraph and Telephone Corporation/ NTT DOCOMO, INC. /Sophia University The University of Electro-Communications / Yokosuka City / Yokosuka Telecom Research Park, Inc./ YRP International Alliance Institute
- Supported by : Ministry of Internal Affairs and Communications (MIC) / Kanagawa Prefectural Government / Yokosuka City / The ITU Association of Japan, Inc. / Association of Radio Industries and businesses(ARIB) / Telecommunications Carriers Association / The Telecommunication Technology Committee (TTC) / Society of Automotive Engineers of Japan, Inc. / Telecom Service Association / The Institute of Electronics, Information and Communication Engineers (IEICE) / Japan Electronics and Information Technology Industries Association (JEITA) / Telecom Engineering Center / Telecom Services Association / Communications and Information network Association of Japan (CIAJ) / Japan Cable and Telecommunications Association / The Institute of Electrical Engineers of Japan / Land Mobile Radio Association Corporation Japan / Mobile Computing Promotion Consortium / Japan Society of Civil Engineers / Architectural Institute of Japan / The Institute of Positioning, Navigation and Timing of Japan / Japanese Society for Medical and Biological Engineering / New Generation M2M Consortium / IMES Consortium / ITS Info-communications Forum / Japan External Trade Organization (JETRO) / Radio Engineering & Electronics Association
- Special support by : Yokosuka Telecom Research Park, Inc.
- Academic support: IEEE VTS Tokyo Chapter / Technical Committee on Radio Communication Systems (RCS), IEICE / Technical Committee on Mobile Network and Applications, IEICE / Technical Committee on Satellite Communication, IEICE / Technical Committee on Smart Radio, IEICE
- Cooperation: The council for info-communications promotion month
- Show Management: EJK Japan, Ltd.

# WTP 2017: Fees & Schedule

**10% discounts for early application before 30 September 2016!**

## Exhibit Space & Package Plan

### Option1: Space only

\*Members indicates YRP members.

Non-members	JPY 469,800/square (3m x 3m)
Members	JPY 427,680/square (3m x 3m)

### Option2: Space with package booth

Non-members	JPY 577,800/square (3m x 3m)
Members	JPY 535,680/square (3m x 3m)

### Option3: Trial package booth

JPY 162,000/booth (1.5m x 1.5m)
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### Option4: Poster presentation package

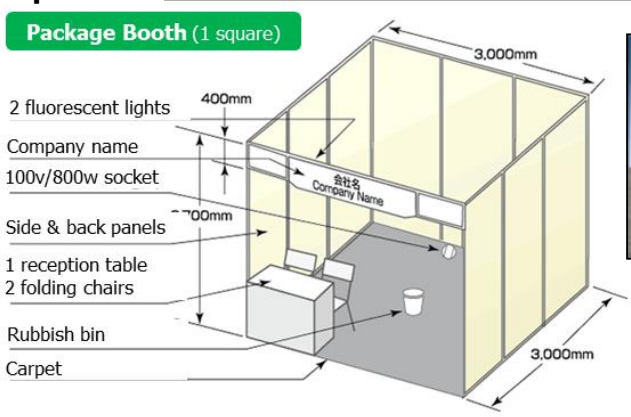
JPY 60,000/panel (W1m x H2.7m with carpet)
--------------------------------------------

### Wish for a corner booth?

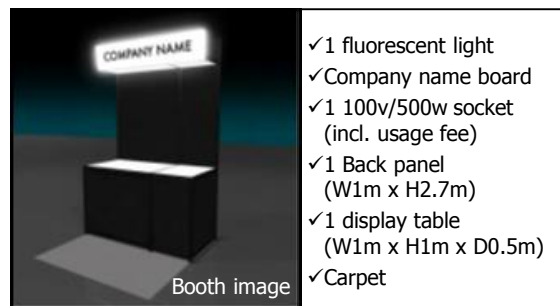
With additional cost of JPY21,600, you can have your booth at a corner, which is facing aisle and does not adjacent with other booth.

### Option2

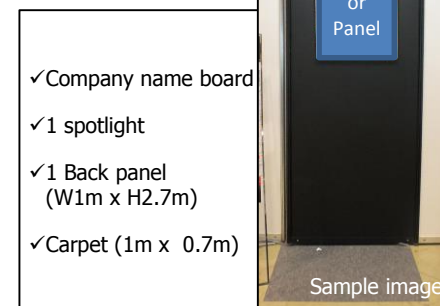
\*All fees shown in this page includes 8% tax.



### Option3



### Option4

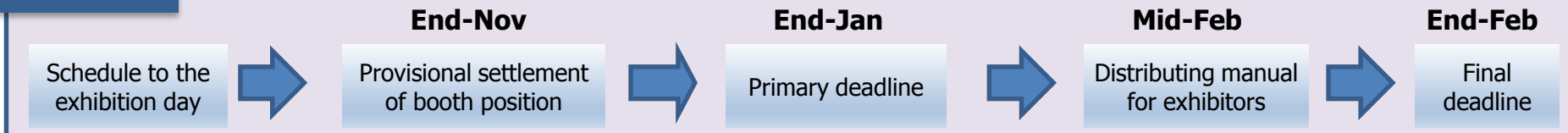


## Additional Opportunities

- **Exhibitors presentation: JPY 216,000/session (20 mins)** \*including information of 200 registrants (approx.) of the session
- **Bar code system: JPY 54,000** \*Scanned data will be provided in EXCEL format approximately 8 business-day after the show.
- **Targeting e-mail advertisement: JPY 108,000/distribution** \*E-mail will be sent concurrently with e-mail magazine from the organizer.
- **WEB banner: JPY 108,000** \*Banner will be posted from late March 2017 until the end of June 2017.
- **Advertisement at the exhibition hall:** Please ask to the show management office.

*For further details, please ask to the show management office.*

## Schedule



# Wireless Technology Park (WTP) 2017

## WTP2017

**Period : 24-26 May 2017**

**Venue : Tokyo Big Sight West 1 Hall**

(WTP will be held simultaneously with Expo Comm Wireless Japan 2017, Transport system Expo 2017, International Drone Expo 2017)

### WTP2017 Show Management Office

EJK JAPAN, Ltd.

Landmark Shibakoen 7F

1-2-6, Shibakoen, Minato-ku, Tokyo 105-0011 JAPAN

TEL: +81-3-6459-0444      FAX: +81-3-6459-0445

E-mail: [tech@ejk-japan.co.jp](mailto:tech@ejk-japan.co.jp)

**Need additional information?**

**Contact us by e-mail at**

**[tech@ejk-japan.co.jp](mailto:tech@ejk-japan.co.jp)**