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
- 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

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**History of WTP**

WTP is held every year since 2006.

- 2006: 4,679 people
- 2007: 5,112 people
- 2008: 6,684 people
- 2009: 7,533 people
- 2010: 7,849 people
- 2011: 6,668 people
- 2012: 7,932 people
- 2013: 10,616 people
- 2014: 10,954 people
- 2015: 10,978 people
- 2016: 11,055 people

2 days of sole event at Pacifico Yokohama
3 days at Tokyo Big Sight with other events
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”.

**Merit 2**

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!
Support Plans for Exhibitors

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

**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.

**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

**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.
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.

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

<table>
<thead>
<tr>
<th>Breakdown</th>
<th>Weather</th>
<th>2016</th>
<th>2015</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 25 (Wed)</td>
<td>Fair</td>
<td>14,603</td>
<td>12,770</td>
<td>Up 1,833</td>
</tr>
<tr>
<td>May 26 (Thu)</td>
<td>Fair</td>
<td>13,077</td>
<td>13,440</td>
<td>Down 363</td>
</tr>
<tr>
<td>May 27 (Fri)</td>
<td>Rainy → Cloudy</td>
<td>19,428</td>
<td>18,291</td>
<td>Up 1,137</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>47,108</td>
<td>44,501</td>
<td>Up 2,607 (5%)</td>
</tr>
</tbody>
</table>

**Visitors to WTP2016:** 11,055
*Excluding the visitors entered through the other events

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<th>Change</th>
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<tbody>
<tr>
<td>May 25 (Wed)</td>
<td>3,233</td>
<td>2,926</td>
<td>Up 307 (10.6%)</td>
</tr>
<tr>
<td>May 26 (Thu)</td>
<td>2,906</td>
<td>3,448</td>
<td>Down 542</td>
</tr>
<tr>
<td>May 27 (Fri)</td>
<td>4,916</td>
<td>4,604</td>
<td>Up 312 (7.1%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11,055</td>
<td>10,978</td>
<td>Up 77 (0.7%)</td>
</tr>
</tbody>
</table>

**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
Percentage of previous year (2015)

- Telecom operators/Broadcaster: 8.4%
- Manufacturer (IT/Communications equipment): 20.7%
- Manufacturer (Electronic component/Semiconductor, etc.): 8.7%
- Manufacturer (Home electronics/Precision equipment, etc.): 11.1%
- 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%
- Consulting/Think tank: 3.3%
- School/Educational institute: 2.3%
- Government agency/Municipalities/Association/Organization: 3.3%
- Publisher/Printing/Advertisement/Media: 2%
- Others: 12%

10% increase in Telecom operators/Broadcasters
**Occupation**
- Scholar/Students, 2.1%
- Quality Control, 1.2%
- Management/Corporate planning, 7.4%
- Others, 8.5%
- Product planning/Marketing, 12.1%
- Sales/Publication, 22.2%
- Design/Engineering, 18.2%
- R&D, 27.2%
- Manufacturing technology, 1.0%

**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**
- Professor/Teacher, 1.0%
- Others, 4.4%
- Managing Director, 6.5%
- General Manager/Assistant Manager, 26.7%
- Section Manager, 29.9%
- General, 31.6%

**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%
Interested technical field

- 5G
- Wi-Fi
- Positioning/Location Information
- Wearable Device
- Millimeter wave/ Terahertz wave
- Antenna technology
- Wireless Power Transmission technology
- Bluetooth
- Wi-SUN
- Wireless technology to control robots
- Disaster Planning/ Emergency medical network
- Base station development
- Security/Authentication
- Software defined radio technology
- IoT/M2M
- ZigBee
- Energy harvesting
- Power supply/Battery
- Satellite communications
- Ad hoc radio network
- Visible light communications
- Home network
- Video distribution technology/High definition digital video technology
- 4G/LTE-Advanced
- Next generation wireless LAN
- UWB
- Sensor network/M2M
- ITS/Telematics
- High frequency/EMC/Electromagnetic field
- RFID/ IC Tag
- RF circuit design technology
- WiMAX
- Regional ICT/Municipal communications
- BAN (Body Area Network)

Interest for 5G and high frequency communications technologies are increasing.
W T P 2016: Exhibitors survey result

Purpose to exhibit

- Meet prospective new customers: 17%
- Launch new products and services: 12%
- Promote existing products and services: 11%
- Promote technology: 20%
- Present brand images: 15%
- To survey market needs and data: 18%
- Meet new sales partners: 7%

Level of satisfaction

- Satisfied: 10%
- Almost satisfied: 59%
- Good: 21%
- Less satisfied: 7%
- Not satisfied: 3%

70% of exhibitors are satisfied with the expo.
WTP 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

- Met more customers than expected: 10%
- Promoted brand images: 16%
- Had contacts with targeted attendees: 18%
- Launched new products/services: 6%
- Good booth position: 14%
- Had concrete inquiries: 5%
- Fixed negotiation: 2%
- Picked up by media: 6%
- Met new customers: 13%
- Met new sales partners: 2%
- Updated information for existing customers: 8%
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.
Koden 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

Location Service Pavilion

Flexible Factory Pavilion

5G Tokyo Bay Summit Pavilion

Flexible ICT Pavilion

5GCorporation"
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

<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

- The Dempa Times
- Nikkei Marketing Journal
- Logistics Nippon
- Toyo Keizai Nippou
- Nikkei Sangyo Shim bun
- Nippon News Network
- BIGLOBE / BIGLOBE
- cloud news japan / cloud news japan
- E.I.S Electronics Information Service
- exite / Excite Japan
- Infos eek / Rakuten
- ITmedia mobile / ITmedia
- nikkei Bp net / Nikkei BP
- SAFETY JAPAN / Nikkei Business Publications
- SANSPO.OM / Sankei Digital
- T-SITE / TSUTAYA
- Asahi Shim bun Digital/Asahi Shim bun
- 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
Main Theme "World leading wireless technologies toward 2020"

■ Venue: Tokyo Big Sight West 3-4 Hall & Conference Tower


■ 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:

■ 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 (CIAI) / 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**

**Exhibit Space & Package Plan**

**Option 1: Space only**
- Non-members: JPY 469,800/square (3m x 3m)
- Members: JPY 427,680/square (3m x 3m)

**Option 2: Space with package booth**
- Non-members: JPY 577,800/square (3m x 3m)
- Members: JPY 535,680/square (3m x 3m)

**Option 3: Trial package booth**
- JPY 162,000/booth (1.5m x 1.5m)

**Option 4: Poster presentation package**
- JPY 60,000/panel (W1m x H2.7m with carpet)

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

**Wish for a corner booth?**
With additional cost of JPY 21,600, you can have your booth at a corner, which is facing aisle and does not adjacent with other booth.

**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.

*Members indicates YRP members.

**Schedule**

<table>
<thead>
<tr>
<th>Schedule to the exhibition day</th>
<th>Provisional settlement of booth position</th>
<th>End-Nov</th>
<th>End-Jan</th>
<th>Mid-Feb</th>
<th>End-Feb</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Primary deadline</td>
<td></td>
<td>Final deadline</td>
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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.
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1-2-6, Shibakoen, Minato-ku, Tokyo 105-0011 JAPAN
TEL: +81-3-6459-0444  FAX: +81-3-6459-0445
E-mail: tech@ejkjapan.co.jp

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