

Exhibition Categories

Sensor Expo Japan will have two exhibition zones. This layout will enable visitors to explore the venue in detail and improve the matching of visitors with exhibitors. Exhibitors can select an exhibition zone bearing in mind the purpose and intent of their exhibits.

Sensors and Technologies

This zone will exhibit technologies and products including sensors and electronic components and devices, as well as technologies such as AI and software.

We welcome exhibits of the following types:

- 1 Electronic components, devices, modules, etc. exhibited by application.
- 2 Exhibits focusing on specific elemental technologies.
- 3 Devices and technologies for which target applications have not yet been identified.

Target exhibitors

- All companies and organizations capable of exhibiting products and technologies in the exhibition categories.

Exhibition categories

Sensors

- Light and electromagnetic wave (Photosensors, infrared sensors, radiation sensors, ultraviolet sensors, laser sensors, photoelectric sensors, fiber-optic sensors, illuminance sensors, photodiodes, etc.)
 - Mechanical and physical quantity (Pressure sensors, accelerometers, angular rate sensors, rotation sensors, displacement sensors, impact sensors, strain sensors, motion sensors, torque sensors, etc.)
 - Temperature, humidity, and fluid (Temperature sensors, humidity sensors, heat flux sensors, flow sensors, level sensors, density sensors, etc.)
 - Magnetic and current (Magnetic sensors, current sensors, etc.)
 - Chemistry and biotechnology (Gas sensors, ion sensors, odor sensors, taste sensors, etc.)
 - Biometric (Brain wave sensors, pulse wave sensors, etc.)
 - Image (Image sensing technologies, smart sensors, remote sensing technologies, etc.)
 - Environmental (Particle sensors, pollen sensors, etc.)
- Sound and ultrasound ● Touch ● RFID ● Bar code readers/OCR
- Sensor fusion ● Micromachine, MEMS, NEMS ● Actuators ● Sensor network systems and technologies
- Sensor components, parts, and materials ● Measurement, control, testing, and inspection devices, equipment, and systems
- Electronic equipment
- Communication devices and networks (RFID, NFC, Bluetooth Beacon, Zigbee, Wi-SUN, LPWA, Wi-Fi, 5G, LTE, etc.)
- Software (AI, data analysis, data processing algorithm development, control, image processing, etc.)
- Electromagnetic, EMC, noise suppression ● Battery and power supply ● Other

AI/IoT Solutions

This zone will exhibit a wide range of solutions and products for creating a next-generation AI/IoT society.

We welcome the following types of exhibitors:

- 1 Those wishing to showcase their corporate visions and new business models targeting the spread and development of a next-generation AI/IoT society.
- 2 Those with comprehensive exhibits spanning multiple fields or business sectors.
- 3 Those wishing to publicize solutions in new and unprecedented fields targeting all industries.

Exhibitor requirements

- Companies capable of exhibiting solutions and products in a way that makes the use of sensing technologies and other elemental technologies, systems, and services visible to visitors.

Exhibition Categories

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| ● Distribution and retail (Supermarkets, convenience stores, department stores, drugstores, apparel, etc.) | ● Robots and drones | ● Process industry systems |
| ● Transportation (Air freight, land freight, rail, taxis, etc.) | ● Automobiles | ● Electronics industry systems |
| ● Energy (Electricity, gas, oil, etc.) | ● Crime-fighting and disaster prevention | ● Smart production systems |
| ● Construction (Housing [smart houses], etc.) | ● Global environmental information platforms | ● Shipping industry systems |
| ● Finance (Banks, securities, life insurance, non-life insurance, etc.) | ● Civil engineering and building systems | ● Integrated material development systems |
| ● Tourism and entertainment (Travel, hotels, leisure, gaming, etc.) | ● Agricultural systems | ● Medical and health systems |
| ● Medical and healthcare (Hospitals, gyms, etc.) | ● Comprehensive regional care systems | ● Environmental pollution measurement systems |
| ● Education (Schools, tutoring schools, childcare centers, etc.) | ● Smart food chain systems | ● Infrastructure maintenance and upgrading |
| ● Infrastructure (Rail, transportation, expressways, bridges, etc.) | ● Expressway traffic systems | ● Sports |
| ● Other (please contact us to discuss) | ● Energy value chains | |
| | ● Machine industry systems | |

Visitors profile

- R&D staff, engineers, and marketing personnel from a wide range of industries requiring sensors and sensing technologies
- Specialists and staff in fields including design, manufacturing, production, quality control and testing, procurement and materials, etc.
- All those seeking to investigate or gather information on the use of new sensors, including healthcare and government personnel and social infrastructure providers in fields such as distribution, service industries, retail, agriculture, forestry, fisheries, transportation, communications, and energy
- Persons responsible for promoting IoT introduction in a wide range of industries
- Trading companies ● Industry organizations ● Academic, research, and development organizations ● Government agencies ● Consultants ● Students

EXHIBITION GUIDELINE

SENSOR EXPO JAPAN

An exhibition specializing in sensing technology for the IoT society: applications, devices, systems, and networks.

February 17 [Wed.] ▶ 19 [Fri.], 2021

TOKYO BIG SIGHT

www.sensorexpojapan.com

Organizer : 
Fuji Sankei Business-i

Special Partner: 
Japan Society of Next Generation Sensor Technology

Booth Specifications and Exhibition Fee

A Type Booth

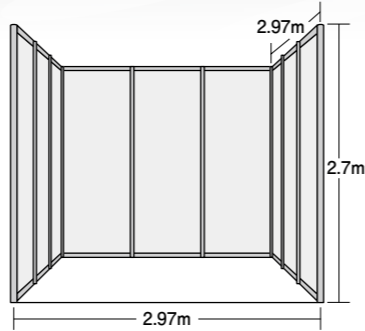
Booth specifications

1 booth (width 2.97m × depth 2.97m • center to center)
rear and side walls only (except for corner booth)

*Decorations, Name Box, Carpeting, etc. are not included.

Exhibition fee

One booth 370,000 yen (*excluding tax)



Layout of booths

You can select any floor pattern from those below according to the number of modular panels you wish to use.

Number of booths	height restrictions for decorations	Booth Arrangement
1-3 booth unit(s)	Row Type only (Height: until 4m, except within a 1m border near the aisles)	
4-5 booth units	Row Type or Block Type (Height: until 4m, except within a 1m border near the aisles for a Row Type)	
Over 6 booth units	Block Type or Island booth (Height: until 5m) *An Island booth is surrounded by aisles on all sides. For a Row Type, please contact the show office.	

B Type Booth **Up to 2 booth per company**

Booth specifications

1 booth (width 1.98m × depth 1.98m • center to center)

*Decorations and furniture included

Exhibition fee

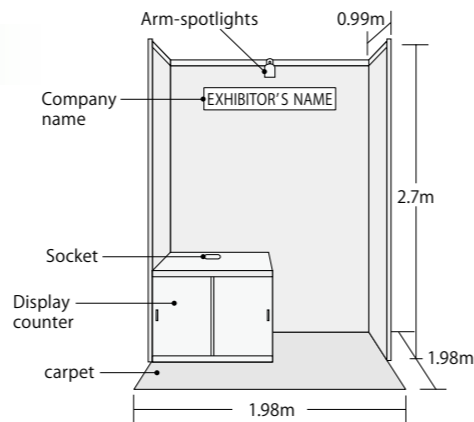
One unique booth 210,000 yen (excluding tax)

Included in the exhibition fee: exhibition space, rear and 1m side walls, company nameplate, carpet, exhibition stand (W1.0m × D1.0m × H0.8m), slide door unit (without key), spotlight (22W) × 1, electrical outlet x 2 (100V with ground), electricity and installation costs up to 500W

※ Additional equipment is submitted to additional charges. Details of available equipment will be sent in December (Exhibitor Manual).

※ Please be advised that the consumption tax (10%) is not included.

* No deductions can be made even when the basic display mentioned above is not used.



Booth layout and height limit

Exhibitors can decorate the booths to a height of 2.7m.

Schedule

Schedule until the exhibition (2020 - 2021)

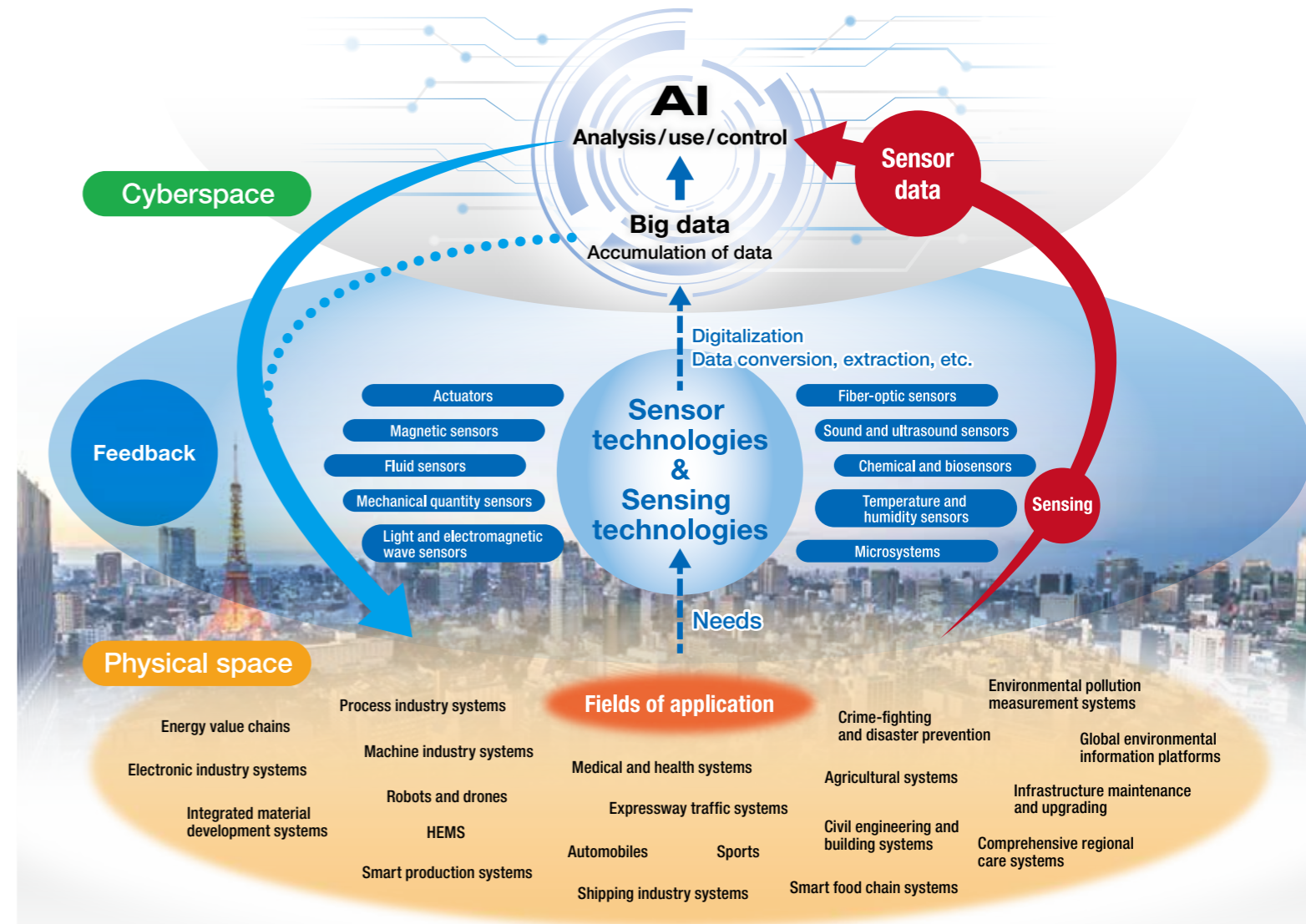
October 23 (Fri)	December	February 15 (Mon)	February	End of April
Deadline for Application (sending invoice after receiving the Application Form)	① Sending Exhibitor Manual, Floorplan and other exhibiting material ② Promotional Activities (web banner, exhibitors' details)	9:00 - 18:00 Booth construction, Exhibitors Move-in	16 (Tue) 9:00 - 18:00 Exhibitors Move-in 17 (Wed) 10:00 - 17:00 Exhibition Period 18 (Thu) 10:00 - 17:00 Exhibition Period 19 (Fri) 10:00 - 17:00 Exhibition Period, Moving-out from 17:00	Exhibition Report
2020		2021		

Sensor Expo Japan 2021 Exhibition & Forum

Overall Structure

Exhibition

Booth exhibits will be provided by leading companies and organizations involved in sensing and elemental technologies. Exhibitors will promote the latest products, technologies, services, peripherals, and other information that contributes to the AI and IoT society.



Outline

Date February 17 [wed.] - 19 [Fri.], 2021 3days

Opening hours 10:00 - 17:00

Venue Tokyo Big Sight, Aomi Exhibition Halls

Admission Free for holders of invitation card or with pre-registration

Organizers Fuji Sankei Business - i

Special Partner Japan Society of Next Generation Sensor Technology