

Exhibit Guideline

◆ Booth

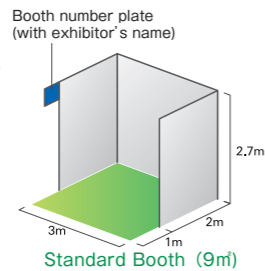
1) Equipment

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

*Carpet will be provided for all booths (The color is selectable)

*Panels will not be provided for island booths.

*Panels will not be provided on aisle-sides for corner booths



2) Layout Type

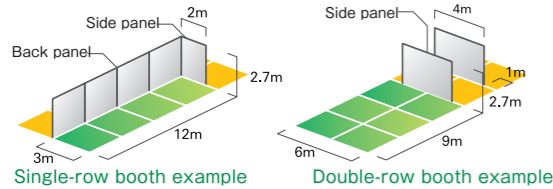
3 types are available:

● Single-row

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

● Island (Available for 12 booths or more)

*1 - 3 booths will 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 SEECAT 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@seecat.biz

2) Deadline

May 31st, Wed., 2017 Application will be closed prior to the deadline once all booth space are booked.

3) Withholding & Revocation

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

Promotional Tools ※ALL fees include 8% Japanese consumption tax.

◆ Exhibitor Presentation

- Best for holding a premiere of new product, presenting anti-terrorism solutions, and introducing details of achievements.
- Improve promotional effect by inviting the audience to your booth after the presentation.



Fee : JPY 162,000 (incl. tax) / 60mins
Place : Special Stage within SEECAT
Capacity Plan : 150 seats (expected)
Equipment Plan : Screen, projector, lectern, microphone, chairs for audience (expected)

◆ Fee

1) Exhibit Space Fee

JPY 475,200 (8% Japanese consumption tax is included) / Booth
*1 unit booth = 9m² (WDH : 3m x 3m x 2.7m)

2) Included in Exhibit Space Fee

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

3) NOT Included in Exhibit Space Fee

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

4) Payment

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

Payment Deadline : June 30th, Fri., 2017

*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. : 1240992
■ A/C Name : Tokyo Big Sight Inc. Special Equipment Exhibition & Conference for Anti-Terrorism
■ Swift Code : MHCBJPJT

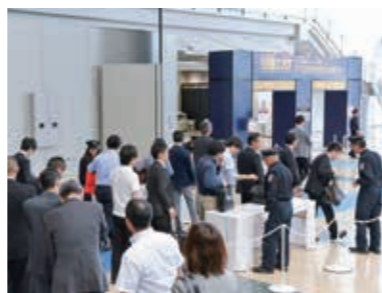
5) Cancellation

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

| Date of Cancellation (Acceptance of Written Notice) | Cancellation Fee |
|--|--|
| On / Before June 30th, Fri., 2017 | 50% of Total Exhibit Space Fee included tax. |
| On / After July 1st, Sat., 2017 | 100% of Total Exhibit Space Fee included tax. |

◆ Security Sponsor (expected)

Sponsorship opportunity for security check equipment and service entrance gate. Sponsor names will be on the official program and signs during SEECAT opens.



Fee : JPY 324,000 (incl. tax)
Terms of Use : Exhibit with 1 or more booth at SEECAT or RISON
Product / Service / Wanted : Biometrics system / Metal detector / X-ray detection / Security service etc.

Schedule

March 2017 Application Starts

May 31 Application Deadline

June 30 Payment Deadline of Exhibit Space Fee

End of July Floor Plan Fixed Exhibitor Manual Available

October 11-13 SEECAT' 17 Opens

VENUE

TOKYO BIG SIGHT
(Tokyo International Exhibition Center)
Address : 3-11-1 Ariake, Koto-ku, Tokyo 135-0063



Contact

SEECAT Management Office

Within ATEX Co., Ltd. 4F. Daido Seimei Kasumigaseki Bldg. 1-4-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, Japan
E-mail: ofc@seecat.biz
Tel: +81-3-3503-7641 Fax: +81-3-3503-7620

www.seecat.biz/english

SEECAT

Special Equipment Exhibition & Conference for Anti-Terrorism

RISON
TOKYO
Special Exhibition

Now, Confronting Terrorism

2017.10.11 WED - 13 FRI 10:00-17:00
Tokyo Big Sight West Hall

[Guide to Exhibit](#)

Organizer : Tokyo Big Sight Inc.

Special Sponsor : Tokyo Metropolitan Government

Sponsors : Cabinet Office (Director General for Science, Technology and Innovation Policy) / National Police Agency / Fire and Disaster Management Agency / Public Security Intelligence Agency / Ministry of Education, Culture, Sports, Science, and Technology / Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Japan Coast Guard / Ministry of Defense / U.S. Commercial Service / UKTI Defence and Security Organisation / Israel Economic and Trade Mission (Expected)

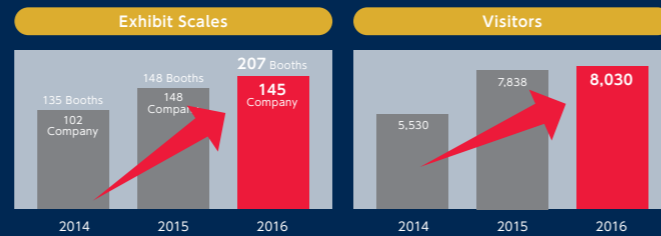
Show Management : ATEX Co., Ltd.

www.seecat.biz/english

What is SEECAT? What is the advantage of exhibiting at SEECAT?

① The only specialized exhibition in Japan to focus on anti-terrorism

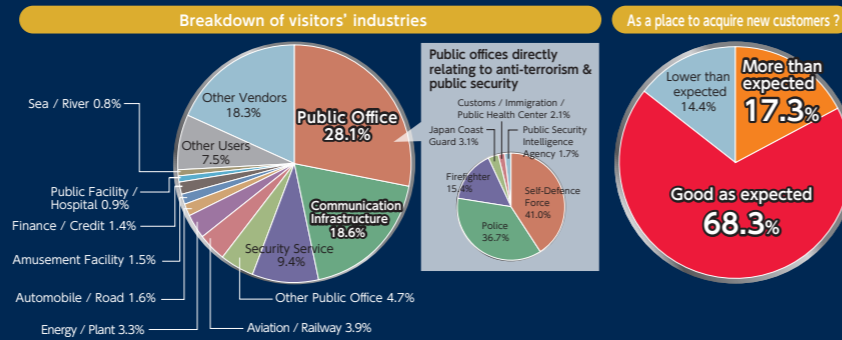
SEECAT is the only specialized exhibition in Japan that brings together companies that are specialized in the anti-terrorism area with a wide range of products and services such as high-performance security materials, equipment, and systems, materials and equipment that protect against explosives, nuclear, biological, chemical and radiological (NBCR) terrorism, cutting-edge technologies including state-of-the-art automated robots and drones, and biometric authentication and image analyses.



Show Scale : 160 Exhibitors, 230 Booths (Expected) (in SEECAT'16 : 145 Exhibitors, 207 Booths)

② Pinpoint approach to police and fire departments, self-defense forces, and key infrastructure providers

With the 2020 Tokyo Olympic and Paralympic games approaching, the introduction of anti-terrorism materials and equipment is expected to peak in one or two years. Being the only exclusive trade show in Japan focusing on anti-terrorism, SEECAT limits visitors to general affairs including police officers, firefighters and self-defense force personnel, as well as those working for energy facilities, transport infrastructures and commercial facilities that could become the target of terrorism. For this reason, exhibitors are able to pinpoint their approach with efficiency to the industries in most need of anti-terrorism measures with their sights set on 2020.



③ Opportunity to share the latest and professional information

SEECAT features many exhibiting companies from overseas nations, such as Israel, the U.K. and Germany, which possesses state-of-the-art technologies in the anti-terrorism area. This enables you to gain global expertise. Also, in the Advanced Seminar given by the sponsor, working-level general affairs or specialists in individual terrorism cases offer lectures on the latest trend. For these reasons, SEECAT has a brilliant reputation among related parties for being the only show in Japan where visitors can obtain both high quality information and high-performance equipment at the same time.



Events & Visitor Promotion

Advanced Seminars

Within the exhibition hall, Advanced Seminars will be held by experts and leaders of anti-terrorism field. These seminars covering counter terrorism measures for each field, and stories of overseas attract Japanese professionals willing to collect such special information.

VIP Invitation & Direct Mailing

- Pinpoint promotion to the crisis management superintendents, chiefs of 47 prefectures and 20 cities designated by government ordinance, chief superintendents and division directors of prefectural police department, and fire chiefs.
- Invitations to executives of ministries, important facilities and relating organizations.

Mass Media

- Focused advertisement on industry news, organization's magazines, read by officers at the relevant ministries, etc.
- Press release sent to the press to announce widely to anti-terrorism professionals



Co-Located Show

RISCON OKYO Security & Safety Trade Expo 2017

A comprehensive risk management trade show covering all the risks. Its exhibition consists of three zones: "Disaster Risk Reduction Zone", "Security Zone", and "Business Risk Management Zone".

CYBER SECURITY WORLD Special Affiliated Event in RISCON TOKYO
CYBER SECURITY WORLD 2017

Special project focusing on cyber security will be held concurrently in RISCON TOKYO. Please refer to the separate publication, "CYBER SECURITY WORLD 2017, Guide to Exhibit" for more information.

Exhibit Category

Special Equipment & Latest Technologies for Anti-Terrorism at One Place

- Detection, Inspection, and Analysis
- Monitoring and Alert Systems
- Special Equipment
- Communication Equipment and Encryption Technologies
- Simulators and Training Equipment
- Trespassing Prevention Facilities and Equipment
- Other Anti-Terrorist Measures

● Special Exhibit Zone 5 special exhibit zones are set up by selecting hot topics from visitors needs or latest technologies and equipment.

- Anti-Explosive Measures
- Robot & Drone
- Still and Moving Image Analysis
- Biometric Systems

NBCR Terrorism Measures

Examples of Exhibits (SEECAT'17, in alphabetical order)

Bomb disposal robots, Explosion-proof chambers, Explosive detection kits, Autonomous remote-controlled robots, Tablet operating drones, Ultra-high sensitivity 4K compatible network cameras, Face detection and verification software, Non-contact high-speed fingerprint authentication devices, Chemical agent detectors, Liquid inspection devices, Spectrometers, Outdoor surveillance solutions, Small rotational cameras, Equipment for diving, Satellite communications equipment, Through-the-wall sensors, Image sharpening devices, Air cleaning devices, Emergency life-saving devices

NOTES Equipment and products prohibited by Japanese law (i.e. weapons and guns) are not allowed to exhibit. The organizer does not take any responsibility for any damage or trouble caused by the violation.

Expected Visitors

Public Office & Security

- Police
- Public Security Intelligence Agency
- Immigration
- Self-Defense Force
- Coast Guard
- Public Office
- Firefighter
- Customs
- Security Service



Critical Infrastructure

- Aviation / Airport
- Railroad / Monorail / AGT
- Bus / Truck / Transportation / Logistics
- Passenger Ship / Freighter / Port Administration
- River / Dam / Water Treatment Plant
- Highway / Bridge / Tunnel
- Power Station / Chemical Plant / Industrial Complex
- Public Facilities / Hospital / School
- Shopping Mall / Amusement Facility / Stadium / Hotel
- Finance / Communication Infrastructure

Visitor Admission Flow



*An Entrance Permission can be issued by either 1) invitation by an exhibitor or 2) passing the screening of applications through the official website in advance.
*Only visitors bringing an Entrance Permission and passing ID check can enter SEECAT'17. The ID has to be the one issued by a public institution (i.e. police ID, passport, driver's license, etc.).