



## Exhibit Guideline

### ◆Booth

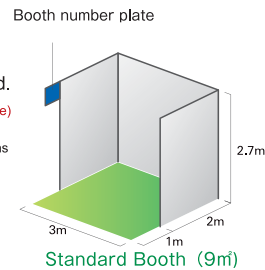
#### 1) Equipment

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

\*Carpet is going to be provided for all booths (The color is selectable)

\*Panels are not going to be provided for island booths.

\*Panels are not going to be provided on aisle-sides for corner booths



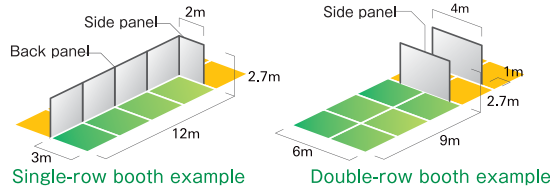
Standard Booth (9m)

#### 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 are going to be planned as a single-row booth.



Single-row booth example

Double-row booth example

#### 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, Fri., 2019**

Application is going to be closed prior to the deadline once all booth spaces 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

### ◆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 150,000 (+tax) / 60mins  |
| Place          | : SEECAT Stage   |
| Capacity Plan  | : 80 ~100 seats (expected)   |
| Equipment Plan | : Screen, projector, lectern, microphone, chairs for audience (expected) |

### ◆Security Sponsor (expected)

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



|                            |  |
|----------------------------|--|
| Fee                        | : JPY 300,000 (+tax)                                       |
| Terms of Use               | : Exhibit with 1 or more booth at SEECAT or RISCON         |
| Product / Service / Wanted | : Biometrics system / Metal detector / X-ray detection etc |



## Schedule

**February 2019 Application Starts**

**May 31 Application Deadline**

**June 28 Payment Deadline of Exhibit Space Fee**

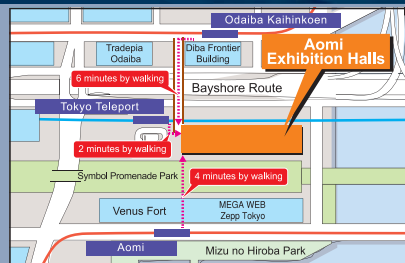
**Middle of July Floor Plan Fixed Exhibitor Manual Available**

**October 2-4 SEECAT' 19 Opens**



## VENUE

Aomi Exhibition Halls  
TOKYO BIG SIGHT  
(Tokyo International ExhibitionCenter)  
Address : 1-2-33  
Aomi,Koto-ku, Tokyo  
135-0064



## 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**

## Guide to Exhibit

**RISCON**  
TOKYO  
Special Exhibition

Now, Confronting Terrorism

**SEECAT**  
Special Equipment Exhibition & Conference for Anti-Terrorism

**2019.10.2 WED ▶ 4 FRI**

**Aomi Exhibition Halls (Tokyo Big Sight)**

**www.seecat.biz/english**

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 / Israel Economic and Trade Mission (Expected)

Show Management : ATEX Co., Ltd.

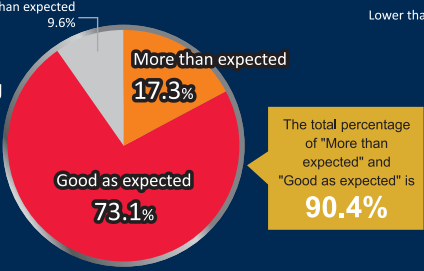


What is SEECAT?

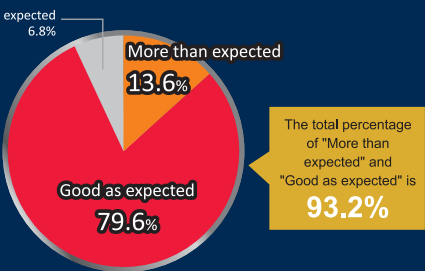
1 The Sole Exhibition Dedicated to Counter-Terrorism Measures in Japan! A Closed Show Limited to Qualified Visitors

SEECAT is the only business tradeshow in Japan to counteract terrorism. Companies from around the world will come together to showcase their state-of-the-art anti-terrorism technology. There will be an efficient screening process for admission into the exhibition. This gives exhibitors targeted access to potential clients from the public safety sector including the police department, fire department, and Self Defense Forces and those representing key energy services, transportation infrastructure, and large commercial facilities. There is an urgent need for counter-terrorism measures not only for the venues hosting international events, but for tourist destinations, commercial facilities, and other "soft" targets with the 2020 Tokyo Olympic and Paralympic Games quickly approaching, and the 2025 World Expo in Osaka to follow. All parties have high expectations for SEECAT, where the most advanced anti-terrorism equipment and information will be on display.

As a place to acquire new customers



As a place to introduce new products & technologies

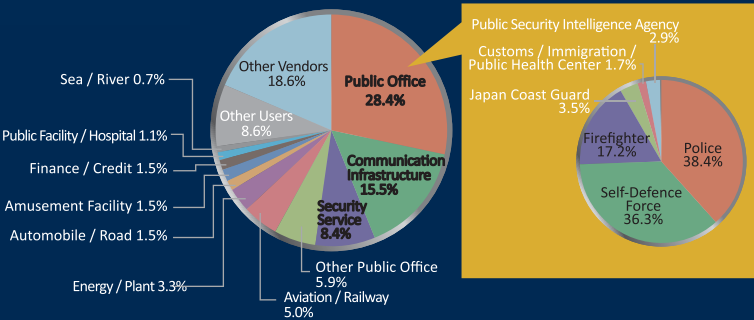


Show Scale : 150 Exhibitors, 200 Booths (Expected) (in SEECAT'18 : 146 Exhibitors, 213 Booths)

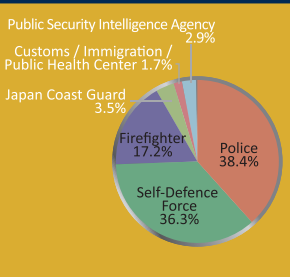
The total number of visitors in 2018 8,268 (For 3 days)

2 Report of SEECAT' 18

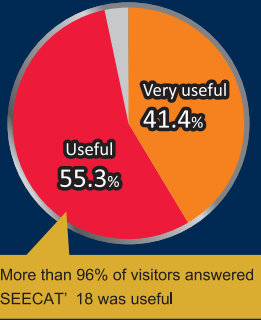
Visitor's Breakdown by Industry



Public Offices directly relating to Anti-terrorism and Public Security



Did you find this SEECAT useful?



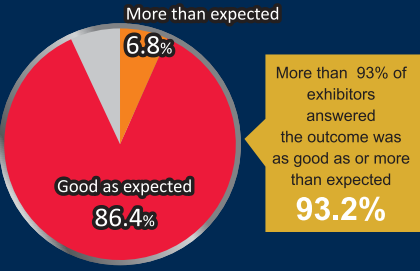
Will you attend next SEECAT?



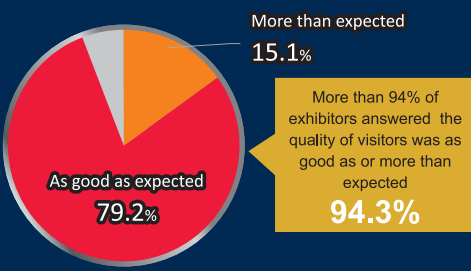
Regarding the outcome of exhibiting

- Our exhibit was highly successful thanks to the high quality of the visitors.
- The limited admission allowed us to zero in on potential customers to propose our solutions.
- It was a good opportunity to communicate with new customers.
- More visitors came to our booth, allowing us to promote our products to our target.
- We can now work toward talking business in 2019 and 2020.

As a place to enter a business



About the quality of visitors



Events & Visitor Promotion

Advanced Seminars

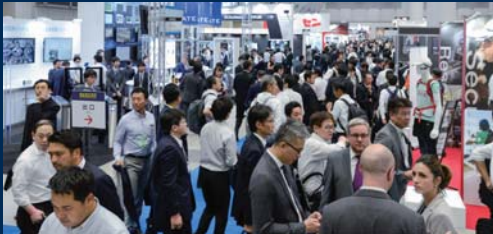
Within the exhibition hall, Advanced Seminars will be held by experts and leaders of anti-terrorism field. These seminars covering counter terrorism measures for each field, and stories of overseas attract Japanese professionals willing to collect such special information.

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



Security & Safety Trade Expo 2019

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".



Special Affiliated Event in RISCON TOKYO

PPE / Work Safety Fair



Special Affiliated Event in RISCON TOKYO

CYBER SECURITY WORLD 2019



Special Affiliated Event in RISCON TOKYO

Weather Business Summit

Exhibit Category

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

Detection, Inspection, and Analysis

Monitoring and Alert Systems

Communication Equipment and Encryption Technologies

Trespassing Prevention Facilities and Equipment

Special Equipment

Simulators and Training Equipment

Other Anti-Terrorist Measures

Special Exhibit Zone

6 special exhibit zones are set up by selecting hot topics from visitors needs or latest technologies and equipment.

Harbor Guard Solution

Robot & Drone

Anti-Explosive Measures

Biometric Systems

Still and Moving Image Analysis

NBCR Terrorism Measures

Examples of Exhibits (SEECAT'18 )

Bomb Disposal Robot, Video Transfer Device, Mobile phone Trace System, Robot arm, Car Numbers Recognition System, Face Search System of Database, Chemical Agent Detector, Ozone Decontamination System, Video Surveillance and Analysis System, CBRN Early Warning System, Warning Live Transfer system, Infrared Thermal Camera, Bulletproof Products, Portable LED Search Light, Bulletproof Products, Net Launcher, X-rays Inspection Device, Visual Simulation System, Satellite Communication Antenna, Rechargeable Special LED Projector and so on

NOTES

Equipment and products prohibited by Japanese law (e.g. 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 / Freightier / 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

