

# SEECAT

Special Equipment Exhibition & Conference for Anti-Terrorism

**RISCON**  
TOKYO  
Special Exhibition

## Guide to Exhibit

Now, Confronting Terrorism



**10.20** **WED** - **22** **FRI** Aomi Exhibition Halls  
(Tokyo Big Sight)

**Organizer** : Tokyo Big Sight Inc.

**Special Sponsor** : Tokyo Metropolitan Government

**Sponsor** : 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 / British Embassy Tokyo Trade & Investment Section / Israel Economic and Trade Mission (Expected)

**Show Management** : ATEX Co., Ltd.

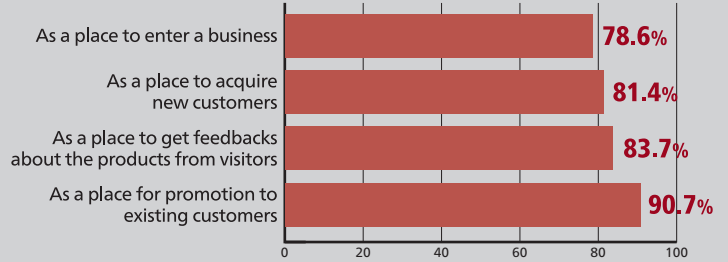
[www.seecat.biz/english](http://www.seecat.biz/english)

# What is SEECAT?

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

The Special Equipment Exhibition and Conference for Anti-Terrorism (SEECAT) is the only business trade show in Japan to counteract terrorism that gathers people involved in anti-terrorism efforts. By making it a closed show with only the visitors who passed the admission screening, we create an environment for targeted and efficient matching among officials from the public safety sector including the police department, fire department, and Self Defense Forces, as well as those in the private sector who are involved in the crisis management of key energy networks, transportation infrastructure, big shopping malls, and similar facilities. Preparations for the Expo 2025 Osaka, Kansai, Japan ("2025 World Expo") have begun in Japan. Large international events attract attention from around the world and are likely to be targets of terrorism. Effective counter-terrorism measures are critically important to ensure the security and safety of not only the Expo site but also airports, train stations, tourist destinations, commercial facilities, and other soft targets. Cyber-security is also an urgent issue for the 2025 World Expo where state-of-the-art technologies will converge. There are high expectations about SEECAT, and it is drawing the attention of the world as a platform where the latest equipment and information in the field of terrorism prevention and countermeasures are shared.

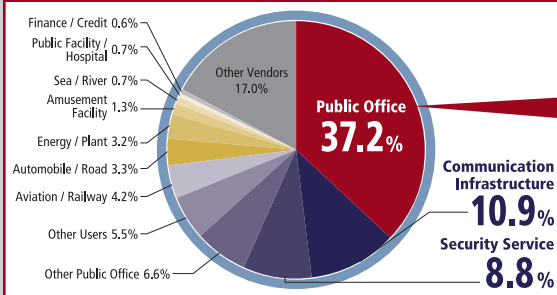
### About the outcome of exhibiting in 2020



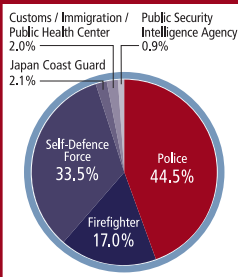
	SEECAT'20	SEECAT'19
Total number of visitors (For 3 days)	<b>4,139</b>	<b>7,352</b>

## 2 Report of SEECAT '20

### Visitor's Breakdown by Industry



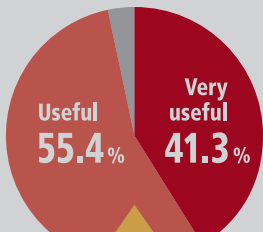
### Public Offices directly relating to Anti-terrorism and Public Security



### Opinions of Exhibitors

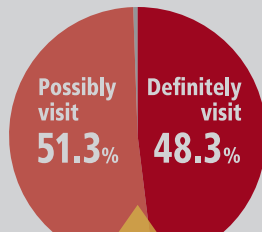
- Many of the visitors had a clear purpose.
- The impression was that there were many high-quality visitors.
- It was a great promotional opportunity to access market segments with which we have had no contact before.
- I was able to talk with people having various expertise. It was a very useful place for information exchange, in addition to direct business.

### Did you find this SEECAT useful?



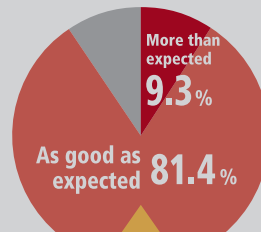
The percentage of "Very Useful" and "Useful" is **96.7%**

### Will you attend next SEECAT?



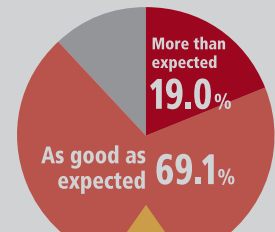
The percentage of "Definitely visit" and "Possibly visit" is **99.6%**

### As a place for sales promotion & PR



More than **90%** of exhibitors answered the outcome was "As good as expected" or "More than expected"

### As a place to introduce new products & technologies



More than **88%** of exhibitors answered the outcome was "As good as expected" or "More than expected"

## Events & Visitor Promotion

### Advanced Seminars

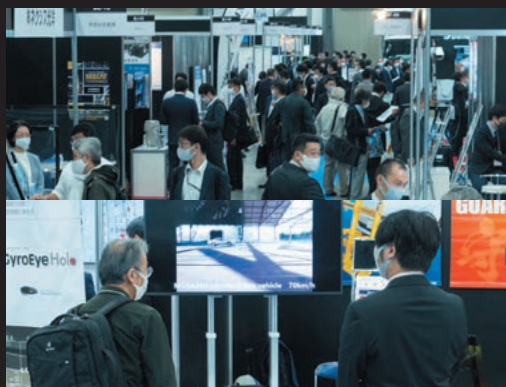
Within the exhibition hall, Advanced Seminars will be held by experts and leaders of anti-terrorism field. These seminars covering counter terrorism measures for each field, and stories of overseas attract Japanese professionals willing to collect such special information.

### 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

Risk Control in Tokyo

**RISCON**  
TOKYO

Security & Safety  
Trade Expo 2021

Urgent Special Theme

Infectious Disease Measures TECH

Promotion of Digitization and DX  
in Crisis Management

Special Affiliated Event

Weather  
Disaster  
Risk Measures  
Summit

Special Affiliated Event

Securing  
Lifeline  
ON  
Emergency

Special Affiliated Event

PPE/Work  
Safety Fair

Special Affiliated Event

CYBER  
SECURITY  
WORLD

# 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 Access Control and Biometric System
Special Equipment	Simulators and Training Equipment
Refuge · Rescue · Emergency Medicine	Other Anti-Terrorist Measures

● **Special Theme** | 6 special themes are set up by selecting hot topics from visitors' needs or latest technologies and equipment.

Counter Terrorism for Softtarget	Cyber Security
Harbor Guard solution	Robot & Drone
Still and Moving Image Analysis	NBCR Terrorism Measures

### Examples of Exhibits (SEECAT'20)

Portable Explosive Detector, Laser Rangefinder for Long Distance, Portable Antenna, Fence Sensor, Visual Simulation System for Training, Counter Cyber Intelligence, Equipment for Rescue, Foreign Object Detectors, Vehicle Intrusion Prevention Device, Compact Middle Infrared Thermal Cameras, Video Transmission System, Radiation Detectors, Explosive Disposal Robot, Remote Control Robots, Enemy Drone Capture Drone etc.

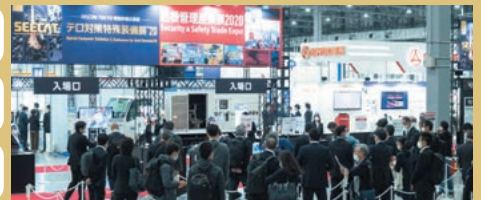
### NOTES

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



# EXHIBIT GUIDELINE

## ◆Booth

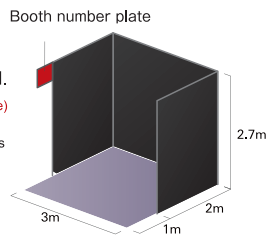
### 1) Equipment

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 (9mf)

### 2) Layout Type

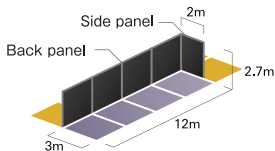
3 types are available:

●Single-row

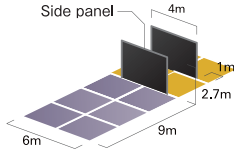
●Double-row (Available for 4 booths or more)

●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

**June 30th, Wed., 2021**

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.

## ◆Fee

### 1) Exhibit Space Fee

**JPY 484,000** (Tax Included) / Booth \*1 unit booth = 9mf (WDH : 3m×3m×2.7m)

### 2) Included in Exhibit Space Fee

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

### 3) NOT Included in Exhibit Space Fee

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

### 4) Payment

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

**Payment Deadline : July 30th, Fri., 2021**

\*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

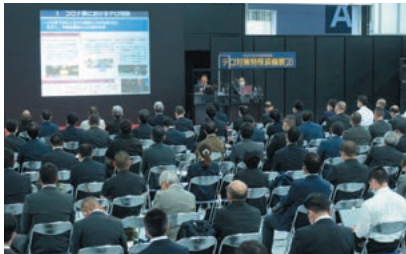
Once an application is accepted, withdrawal is not allowed in principle. If the organizer deems it Legitimate, the application is going to be withdrawn with cancellation fee as below.

Date of Cancellation (Acceptance of Written Notice)	Cancellation Fee
On / Before <b>July 30th</b> , Fri., 2021	<b>50%</b> of Total Exhibit Space Fee including tax.
On / After <b>July 31st</b> , Sat., 2021	<b>100%</b> of Total Exhibit Space Fee including tax.

# 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 165,000 (Tax Included) / 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 at entrance gate. Sponsor names are going to be on the official program and signs during SEECAT opens.



Fee	: JPY 330,000 (Tax Included)
Terms of Use	: Exhibit with 1 or more booth at SEECAT or RISON
Product / Service / Wanted	: Biometrics system / Metal detector / X-ray detection etc.

# SCHEDULE

**April 2021** Application Starts

**June 30** Application Deadline

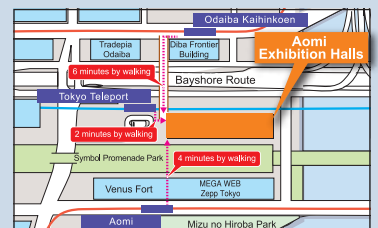
**July 30** Payment Deadline of Exhibit Space Fee

**Mid August** Floor Plan Fixed Exhibitor Manual Available

**October 20-22** SEECAT'21 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

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**www.seecat.biz/english**