

**Digital Content Expo 2020**  
**Content & Technology Showcase (CTS)**  
**Exhibition Regulations**

## Exhibiting at Content & Technology Showcase (CTS)

CTS is the main program of DCEXPO, introducing most advanced digital content and digital content technology which have been produced or developed by companies or universities. Visitors would come, see, hear and touch the exhibits, experiencing the future in advance and also feeling excitement through collaboration with exhibitors. CTS is the program where visitors get inspiration for new creation and new business.

Name: Digital Content Expo (DCEXPO) 2020 “Content & Technology Showcase(CTS)”

Period: November 18th-20th

Time:10:00-17:30 (10:00-17:00 on 20th)

Location: Makuhari Messe in Japan (Concurrently held with Inter BEE)

Admission: Free of charge (registration required)

Organizer: Digital Content Association of Japan (DCAJ)

## 1. Booth Standards and Fees

### 1-1. STANDARD BOOTH

#### 1. Booth standards and specifications

(a) Booth space: 2,970mm (W) x 2,970mm (D)

(b) Specifications:

For 1- to 3-row booths, walls will be installed on the back and sides. However, walls will not be placed on those sides of corner booths which are not directly next to other exhibitors.

#### 2. Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

<b>General exhibitors (standard rate)</b>	<b>¥297,000</b>
<b>Digital Content Association of Japan Members (member rate)</b>	<b>¥264,000</b>



## 1- 2 . SMALL PACKAGE BOOTH

### (1) Booth standards and specifications

(a) Booth dimension: 1,980mm (W) x 990mm (D) x 2,700mm (H)

(b) Specifications: The following items are included:

- Wall panels
- Display counter (1,000mm high with storage space)
- Fascia board (300mm wide)
- Company name display
- Fluorescent light
- Electrical outlet (single-phase 100V, up to 1 kw output)
- Small package booth exhibitors may apply for up to two units.



### (2) Booth fees (Including consumption tax)

The exhibition fee per booth space is as follows:

<b>One booth</b>	<b>¥170,500</b>
<b>Two booths</b>	<b>¥341,000</b>

## 1-3. Items included in the booth fee

Invitation leaflets and envelops for visitors	<b>150 per booth</b>	
Badges	For exhibitors	<b>10 per booth</b>
	For constructors	<b>5 per booth</b>
Website listing	<b>1 page per company</b>	

## 1-4. Other fees

(1) The following items are not included in the booth fees

The prices include consumption tax.

Primary power source construction cost + Power Usage Fee	<b>¥9,900 per one 1kw outlet</b>	
Invitation leaflets and envelops for visitors (in excess of the number of free leaflets and cards indicated above.)	<b>¥44 per set</b>	
Badges	Exhibitors (in excess of 10 badges per booth)	<b>¥1,100 per badge</b>
	Constructors (in excess of 5 badges per booth)	<b>¥550 per badge</b>
Overtime work	<b>¥11,000 per hour</b>	

**(2) Booth decoration other than walls**

Booth decorations other than walls are to be handled by exhibitors. Rental fixtures, furniture, PC and monitors will be introduced in the Exhibitor Manual.

**(3) Others**

Additional expenses may be charged as required by law and regulations or according to exhibitor’s special requirement. Details regarding these charges will be provided in the Exhibitor Manual.

**1-5. Options (Package Display Kit)**

There are packages of necessary furnishings and equipment for the booth as a “Package Display Kit.”

**Basic Style**

<b>One booth</b>	<b>Booth fee + ¥88,000</b>
<ul style="list-style-type: none"> <li>• Parapet</li> <li>• Company Name Display</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• (1)Folding Chair</li> <li>• (2)Spotlights</li> <li>• (2)Fluorescent Lights</li> <li>• Electrical Outlet(1kw)</li> </ul>	

<b>Two booths</b>	<b>Booth fee + ¥132,000</b>
<ul style="list-style-type: none"> <li>• Parapet</li> <li>• Company Name Display</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• (1) Folding Chair</li> <li>• (4) Spotlights</li> <li>• (4) Fluorescent Lights</li> <li>• Electrical Outlet (2kw)</li> </ul>	

**Meeting Style**

<b>One booth</b>	<b>Booth fee + ¥121,000</b>
<ul style="list-style-type: none"> <li>• Parapet</li> <li>• Company Name Display</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• Counter Chair</li> <li>• Meeting Table</li> <li>• (4)Meeting Chair</li> <li>• (2) Spotlights</li> <li>• (2) Fluorescent Lights</li> <li>• Electrical Outlet (1kw)</li> </ul>	

<b>Two booths</b>	<b>Booth fee + ¥297,000</b>
<ul style="list-style-type: none"> <li>• Company Name Display With Logo</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• Counter Chair</li> <li>• Meeting Table</li> <li>• (4)Meeting Chair</li> <li>• (3)Display Counter with storage</li> <li>• Stock Room</li> <li>• (4) Spotlights</li> <li>• Electrical Outlet (2kw)</li> </ul>	

**Premium Style**

<b>One booth</b>	<b>Booth fee + ¥231,000</b>
<ul style="list-style-type: none"> <li>• Parapet</li> <li>• Company Name Display</li> <li>• Logo Display</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• (1)Folding Chair</li> <li>• (3)Display Counter with Storage</li> <li>• Radius Display Counter</li> <li>• (4) Spotlights</li> <li>• (1) Fluorescent Lights</li> <li>• Electrical Outlet (1kw)</li> </ul>	

<b>Two booths</b>	<b>Booth fee + ¥462,000</b>
<ul style="list-style-type: none"> <li>• Parapet</li> <li>• Company Name Display</li> <li>• Logo Display</li> <li>• Carpet</li> <li>• Custom Reception Counter</li> <li>• (1)Folding Chair</li> <li>• (6)Display Counter with Storage</li> <li>• Radius Display Counter</li> <li>• (8) Spotlights</li> <li>• (3) Fluorescent Lights</li> <li>• Electrical Outlet (2kw)</li> </ul>	

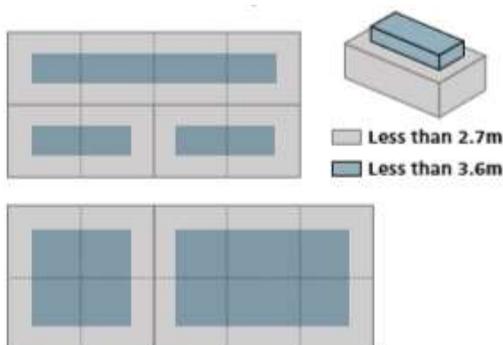
## 2. Booth Height Limits

### 2-1. Booth height limits

The height of the booth walls will be 2.7 meters and that is also the height limit of exhibition. However, there will be the following exceptions:

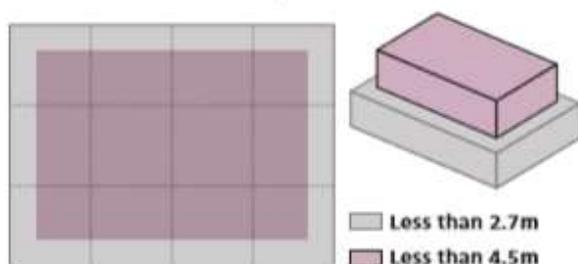
#### (1) As to 1 to 10-unit booths

The limit will be 3.6 meters in the area one meter or more distant from the aisles and walls.



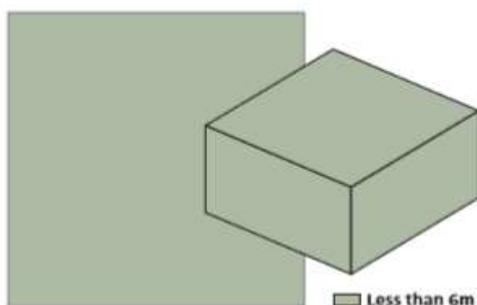
#### (2) As to 12 to 18-unit booths

The limit will be 4.5 meters in the area one meter or more distant from the aisles and walls.



#### (3) As to 20 or more-unit booths

The height limit will be 6 meters.



#### (4) If exhibits exceed height limits

The height limit of exhibits is stipulated above. If exhibits exceed the height limits, the exhibitor should submit Application for Over-Regulated Heights and booth plan drawing to DCEXPO organizer and the exhibitor must receive prior permission from the organizer. In this case, exhibits are to be displayed within the specified area of the exhibition booth (the setback should be 1 meter from the aisles and walls) and in no way must any display encroach upon aisle space. Exhibits that have received prior permission to exceed height limits must be exhibited in their original state. No additional decorations are permitted.

## 3. Exhibition Application, Payment of Booth Fees and Allocation of Booths

### 3-1. CTS exhibitor eligibility

Those corporations and organizations which are engaged in business or research in the field of digital content or digital content technology are eligible to participate in CTS.

**(1)** Advertising companies and other related agencies are not allowed to represent any company that exhibits digital content or digital content technology.

**(2)** Applications from any persons currently involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted.

Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above even after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded.

**(3)** The organizer reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (See section 4-2: Exhibition application and contract agreement)

**(4)** Regarding to the above, if deemed necessary by the organizer, an investigation or inquiry into the surrounding circumstances will be conducted.

### 3-2. Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to DCEXPO organizer, which will confirm your full understanding of the exhibition regulations. Upon receiving the application form, DCEXPO organizer will send a receipt confirmation notice via e-mail. The receipt date stated in the confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees.

#### **(1) Application deadline**

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<b>Application deadline</b>	<b>Friday, July 31st, 2020</b>
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Even before the deadline, we will stop accepting applications if all the exhibition spaces have been sold. On the contrary, we might keep accepting applications after the deadline if there are still some available spaces.

## (2) Applications to be sent to:

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Digital Content Association of Japan  
23-3 Ichiban-cho, Suite LB  
Chiyoda-ku, Tokyo 102-0082, Japan  
Phone: 81-3-3512-3900 FAX : 81-3-3512-3908  
E-mail: [apply@dcexpo.jp](mailto:apply@dcexpo.jp)

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### 3-3. Collaboration exhibitions (Exhibiting in the name of multiple companies)

- (a) One of the exhibiting companies should submit an application and pay booth fees.  
(b) Please fill in and submit "Collaboration exhibitor registration form" which is sent to you by the organizer upon completion of application of cooperative exhibitions. By submitting this form, you can print the names of affiliated companies on the lists and the layout.

### 3-4. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. DCEXPO organizer will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

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<b>Payment Due Date</b>	<b>Friday, October 30th, 2020</b>
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### 3-5. Cancellation or reducing the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fees will apply. Consumption tax will be added to all fees.

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<b>August 1st to August 31st, 2020</b>	<b>80% of exhibition booth fee</b>
<b>On or after September 1st, 2020</b>	<b>100% of exhibition booth fee</b>

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Please notify us promptly of cancellations of exhibitions, and additions or reductions of booth sizes. Please fill in and submit "Application for booth cancellation or changes for number of booth(s)" that is sent to you by DCEXPO organizer. The organizer will inform you that it has received the application as a confirmation.

### 3-6. Booth allocation

The location of your booth will be decided by the organizer depending on the number of units you use and the subject of your exhibition. The allocation result will be announced at the briefing session for exhibitors which is scheduled in August. However, there might be changes of location later if there are changes in the number of exhibitors or the number of booth units which are applied for. In that case, those exhibitors whose booth locations have changed will be informed.

## 4. Important Exhibit Details and Prohibitions

### 4-1. Applications regarding industrial property rights

Part of the Patent Law has been revised as to the scope of exception to loss of novelty of invention and restrictions on the applicable exhibitions have been removed since 1st April, 2012. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affairs Division of the Patent Office.

### 4-2. Prohibited activities

The following activities are prohibited:

#### 1. Exhibit space transfer

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors is prohibited.

#### 2. Directing visitors to other venues

Directing DCEXPO visitors to simultaneous product or technology exhibits off-site is prohibited.

#### 3. Engaging in sales activities

Selling goods other than publications and software on site is prohibited. Also, those exhibitors who wish to sell publications and software are required to submit a separate application and obtain a selling permit in advance.

#### 4. Inappropriate behavior

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches techniques considered to be excessive are also prohibited.

#### 5. Exhibiting for the purpose of obtaining personal information

It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

### 4-3. Responsibilities of exhibitors

#### 1. Prompt fee payment

Exhibitors will pay all exhibitor fees and expenses invoiced by DCEXPO organizer and bear responsibility until all payments are complete.

#### 2. Obeying the law

The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to constructs and structures for use in exhibits.

#### 3. Liability for damage, management of exhibited items, and insurance.

(a) DCEXPO organizer will make every effort to ensure the security of exhibits during the show period by, for example, implementing security guard patrols. However, the management cannot assume responsibility for damages arising from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.

(b) Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. DCEXPO organizer shall bear no responsibility whatsoever in such circumstances.

Exhibitors are required to apply for insurance and it must be procured at the exhibitor's sole expense.

(c) A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.

(d) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

(e) The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and DCEXPO organizer shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

#### **4. Complying with the exhibition schedule**

Prior, during and after the show, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

### **4-4. Termination or shortening of exhibition duration due to unavoidable or potential calamity**

1. If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizer reserves the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the organizer deems such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. DCEXPO organizer shall assume any liability for losses incurred by exhibitors in such a case.

2. If an unavoidable calamity that occurs prior to the opening of DCEXPO forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.

3. DCEXPO organizer shall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.

4. DCEXPO organizer assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.

### **4-5. News gathering and filming**

Staff members appointed by the organizer will be authorized to gather news and/or conduct interviews as well engage in filming and/or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting DCEXPO.

## 4-6. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. DCEXPO organizer shall bear no responsibility whatsoever in such instances.

## 4-7. Booth design

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, DCEXPO organizer will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

### 1. Prohibition of usage of space beyond booth boundaries

(a) Exhibitors are responsible for controlling crowds around their booths, which might block aisles. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.

(b) Staying in an aisle and inviting visitors into the booth or conducting surveys there is strictly prohibited.

(c) Exhibits, decorations, fixtures, plants and packaging materials should not be placed in the aisle or behind the booth.

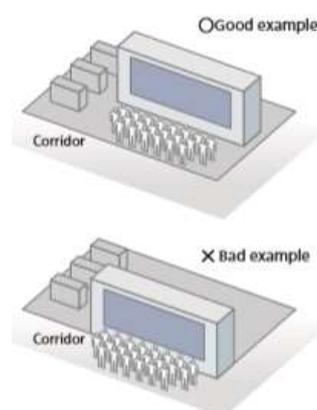
(d) Product exhibitions and presentation acts using the space outside the booth including the space above the aisle is prohibited.

(e) Projecting light onto any places outside the booth, including aisles, building walls or ceilings is prohibited.

### 2. Placing stages or projecting devices

Exhibitors planning to set up a stage and/or display device in their booths must have enough space in the booth to accommodate all the viewers, without letting some of them in the aisle interfere the traffic. Exhibitors also must place the stage and/or display device at such height and place that the viewing angle and distance are proper for the viewers. If any problems occur as to the stage and/or display device, DCEXPO organizer will request immediate countermeasures.

When using devices with high light intensity such an LED for displays and signs, please be sure to fully consider adjacent exhibitors and visitors.

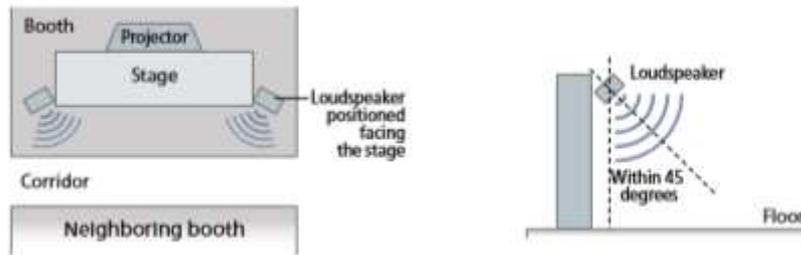


### 3. Designing independent booths to secure an evacuation route and good visibility

When designing an independent booth, be sure to fully consider the location of adjacent companies' booths, and carry out thoughtful design that allows for an evacuation route and does not obstruct the view of adjacent companies' booths.

#### 4. Restrictions on position of speakers

Exhibitors are prohibited from setting up loudspeaker systems directly facing neighboring booths. Loudspeakers must be placed in front of the stage, facing the stage. If installing them on booth walls or in-booth columns, they must face downward, at least at 45 degrees.



#### 5. Safety measures

- (a) To prevent columns which support truss beams, etc., strike four or more anchor bolts in one place when securing them to the floor.
- (b) When installing panels (OCTANORM) within the booth, take measures to prevent them from falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- (c) Take measures to prevent independent fixtures from falling by securing them to the wall or floor surface.
- (d) When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures, use anchor bolts and wire to prevent them from falling.

### 4-8. Ceiling structure and two-floor construction

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibition Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

#### 1. Ceiling structure

- (a) Any double layer structure is prohibited.
- (b) All the decorating materials must be fire-resistant processed and have the fire-resistant indications.
- (c) Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

#### 2. Fire Safety Equipment

- (a) Fire extinguisher must be size 10 or larger.
- (b) Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to DCEXPO organizer. Domestic fire alarms are not be accepted.
- (c) Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

### **3. Two-floor construction/Suspended structure**

Two-story structures and suspending decorations from the ceiling are not allowed.

### **4-9. Floor work**

Exhibitors who require floor construction work are required to submit an application form in the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

- 1.** Exhibitors are required to contact DCEXPO organizer before starting the work and inform the number of anchor bolts to be affixed.
  - In case there is no need of anchor bolts, exhibitors are required to submit the cancellation to DCEXPO organizer.
- 2.** Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
- 3.** To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- 4.** Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. If the floor is not restored to its original condition after the final floor inspection, or if the restoration is incomplete, DCEXPO organizer will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.
- 5.** When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,100 per bolt will be collected from the exhibitor regardless of the size of the bolt.
- 6.** Carpeting a booth, exhibitors are required to use double-faced tape. Use of glue is prohibited.

### **4-10. Fire Service Act**

Inspections by the local fire department will be carried out during the display construction work or after its completion. Any work not in accordance with the following may be suspended, or the structure(s) in question may be removed. Exhibitors are required to follow the instructions below.

- 1.** If a thick fabric or pleated paper product is to be attached on the fireproof plywood of the booth, it must have fireproof properties. Use of a fireproof fabric is not necessary, however, when thin processed paper or fabric is used on the surface of the fireproof plywood.
- 2.** Materials such as drop and other curtains, display plywood, fiber boards, fiber blinds, blackout curtains, artificial flowers, carpeting and other floor covering, construction sheets must be fireproof. Please attach a fireproof tag to each of these materials in an easily visible location.
- 3.** Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
- 4.** The use of styrofoam is prohibited.

### **4-11. Counterfeit or imitation products are strictly prohibited**

- 1.** The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.

2. If DCEXPO organizer discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
3. In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with DCEXPO organizer whenever any type of inspection is conducted.
4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

## **4-12. Comparison displays**

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

1. **Comparisons using exhibits and demonstrations.**
2. **Comparisons using information panels and pamphlets.**
3. **Verbal comparisons in audio announcements.**
4. **Other comparisons related to products and technologies.**

When DCEXPO organizer determines that the above guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in DCEXPO.

## **4-13. Suitable displays**

It is recommended for exhibitors to act accordingly to the following as to displays in the booths.

### **1. Safety and precaution signage**

All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

### **2. Displays should reflect real-life situations**

Product presentations and/or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, we recommend for the presentation to accompany captions stating how they are used in actual applications.

## **4-14. Vehicle display**

When displaying broadcast relay vans or other vehicles, please be certain that the vehicle can be stored within the space stipulated by the booth specifications. If this height is exceeded, submit "application for Over-Regulation Heights" in the Exhibition Manual.

## **4-15. Restrictions on audio volume**

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels less than 75dB. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

1. The value measured at 2 meters away from the border line of booth to be used.

2. During the exhibition period, DCEXPO organizer will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels before and during the exhibition. Contact DCEXPO organizer to borrow measuring equipment.

3. If the sound level exceeds 75dB by the organizer's measurement, the organizer will request the exhibitor for improvement and the exhibitor should abide by the request.

4. Even if the limit is not exceeded, if the sound is abrasive enough and complained about by neighboring exhibitors and visitors, DCEXPO organizer will request for improvement.

5. Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

## **4-16. Demonstration regulations**

### **1. Copyrights**

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods. In addition, when exercising rights regarding video and animation, please contact the company or organization/group that owns the copyright.

### **2. Light projection/Lighting**

Projection of light onto aisles or building structures including walls and ceiling is not permitted. However, exhibitors in the Professional Lighting category who need to project light at a distance location in order to describe or feature its exhibit product may project light only towards the ceiling within the exhibitor's booth. When strong lighting equipment such as LEDs is used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

### **3. Smoke machines**

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

### **4. Others**

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

## **4-17. Handling of hazardous items**

### **1. Fire Service Act prohibits the following activities on exhibition sites**

- (a) Smoking
- (b) Use of live flames (spark-producing items, exposed elements, etc.)
- (c) Bringing in liquefied petroleum gas (LPG) or other flammable/pressurized gases
- (d) Bringing in hazardous objects (gasoline, kerosene, other oils, etc.)
- (e) Bringing in hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

### **2. Exemptions for prohibited activities**

Excluding smoking, exemptions for prohibited activities may be granted by local fire safety authorities if only minimal amounts of those substances are used for demonstration, etc. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the exhibitor's manual and submit the form together with two copies of a catalog or other document which

explains the necessity of the substances for the exhibit or demonstration. The organizer will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

### **3. Smoking**

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

### **4. Live flames**

The following should be strictly observed when using live flames:

- (1) Minimize the size and number of the devices which generate live flames and only one piece is allowed of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions of the live flames closely and also keep the fire-extinguishing devices in workable conditions.
- (4) At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- (5) A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- (6) Live flames must be at least 5 meters from fire exits, hazardous materials and other flammable materials

### **5. Liquefied petroleum gas (LPG) or other pressurized gas**

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- (1) After installation, test all containers for leaks, and if necessary display a "火気厳禁/Flammable" sign on them.
- (2) Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- (3) To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

### **6. Hazardous materials**

When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

- (1) Bring only one day's supply or less onto the exhibition site.
- (2) Do not replenish supplies during exhibition operating hours.
- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials 6 meters and Miscellaneous Dangerous Goods 3 meters or more from fire escapes.
- (5) A Type 10 fire extinguisher must be readily available.
- (6) Place hazardous materials 5 meters away from areas where open flames are being used.
- (7) Appoint personnel to monitor safety.

## **4-18. Violation of the regulations and discrepancies in interpretation**

Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

- 1.** If DCEXPO organizer determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the organizer will request that the exhibitor take the necessary corrective measures.
- 2.** If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, DCEXPO organizer will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once DCEXPO organizer reaches a final ruling, they will not enter into any further discussion with the exhibitor, nor be responsible for any incurred liabilities whatsoever.
- 3.** If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
- 4.** If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by DCEXPO organizer, the following penalties may apply.
  - (1) The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - (2) If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent DCEXPO exhibition.

## **4-19. Others**

- 1.** Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date
- 2.** Checks or promissory notes cannot be accepted for payment for booth fee and all the expenses. Also, transfer fees are to be borne by the exhibitor.
- 3.** These regulations are subject to change as deemed necessary by DCEXPO organizer. If changes occur to the regulations, they will be posted on DCEXPO Official Website, or brought to the attention of exhibitors by other means.
- 4.** Observing these regulations is the sole responsibility of the exhibitor. DCEXPO organizer will not accept any responsibility resulting from violations of existing laws and/or local ordinances by exhibitors.

◆ Schedule

- Application deadline: July 31st
- ※Application will be acceptable even after the deadline.
- Exhibitor orientation: the late of August
- Exhibitor Information Sheet submission deadline: the middle of September
- Exhibit fee payment deadline: October 30th
- Booth Setting: From November 16th

◆ Digital Content Expo 2019 Facts

◆ Number of Visitors: 21,970  
 (482 visitors from overseas)

◆ Number of Exhibition Booth 57  
 Content & Technology Showcase 41  
 Others 16

◆ Visitor Analysis:

